

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 Spruce St., New York.

VOL. XLIV.

NEW YORK, JULY 15, 1903.

No. 3.

\$4.00 a Million

is cheap, but for September
issue we guarantee you

1,300,000 COPIES

For September we guarantee and agree to PROVE or no pay One Million, Three Hundred Thousand Copies, full count, for \$4.00 per agate line. Compare this rate per line, per thousand copies, with what you are now paying and you will find this is a less rate for PROVEN circulation than you are now paying for CLAIMED.

SPECIAL NOTICE

Commencing with issue dated October, 1903, advertising rate will be \$6.00 per agate line. September is the last issue you can get in at the \$4.00 rate.

Consult Your Advertising Agent

Ask him about **The Woman's Magazine** and get net rates and discounts. This is an advertising bargain that comes only once in a cycle.

Remember, if you use September issue you get 1,300,000 copies, full count—PROVEN 1,300,000 copies or no pay—for a gross rate of \$4.00 a line.

Forms for September close August 12.

The Woman's Magazine

**World's Fair
Next May**

(Largest Circulation in the World)

ST. LOUIS, - - - MISSOURI

Rowell's American Newspaper Directory tells the circulation of American newspapers and tells it truly. It gives the present circulation as well as for a series of years past, thus enabling the advertiser to determine the probable future.

The care with which the American Newspaper Directory is edited, the opportunity for exact knowledge enjoyed by its publisher, and the comprehensive scheme of the work make it almost indispensable to the general advertiser.—

**Artemas Ward, Advertising
Manager for SAPOLIO.**

The price of the American Newspaper Directory is \$20 net cash, all transportation charges prepaid.

GEO. P. ROWELL & CO., Publishers,
10 Spruce St., New York.

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A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. XLIV.

NEW YORK, JULY 15, 1903.

No. 3.

THE STORY OF "CREMO."

"Cremo" is Latin, and means "I burn." Cremo was first put on the market about six years ago by Powell, Smith & Company, of New York. From the outset it was advertised extensively as to-day in proportion to the distribution that its originators thought possible. The present popularity was quite undreamed of. When the American Cigar Company, which is identified with the American Tobacco Company, began business three years ago, Cremo was one of a dozen popular brands purchased for wide exploitation. The American Tobacco Company has one cardinal principle—to furnish the public exactly what it wants most. The dozen brands with which this corporation began its operations were put into the market and given practically the same amount of advertising in the beginning. Each brand was one that had met with favor, and each was superior from the standpoint of the cigar expert. The company made no effort to push any single brand against popular favor, and the advertising was rigidly impartial. Presently two or three brands began to sell better than the others. Cremo led them all. Within a year it had been demonstrated beyond doubt that Cremo had qualities that placed it entirely by itself. By the end of the second year the sales had doubled, reaching 100,000,000, and it was singled out for heavy exploitation. When the consumer has indicated that he prefers a certain brand of cigars or tobacco or cigarettes, the American Tobacco Company follows the line of least resistance, pushing that brand to the limit, judiciously, intelligently, through every legitimate medium of advertising.

"What makes Cremo popular?" was asked of Alfred Flegenheimer,

advertising manager of the American Cigar Company.

"We do not know!" was his reply. "Among the dozen brands put out at the same time were cigars that should have sold better, in our estimation. Some of them cost more to manufacture, and were better from our viewpoint. All are in the market to-day. But we do not attempt to mould public taste. We do not meddle with causes, but are guided entirely by effects. The popularity of Cremo is an effect. Who shall fathom the cause? When the sales ran to 100,000,000 we entered upon a campaign of advertising through every medium that would reach the people we wanted to reach—newspapers in every corner of the United States, bulletin boards, billboards, sign-tacking, sampling and schemes. Cremo has gained millions in the past year, and we have learned facts about the consumption of a five-cent cigar that have amazed us. The possibilities of such a commodity are beyond forecast."

"What is the cost of bringing a five-cent article to this point in popular favor?"

"Less than you would think. In proportion to increase the cost of advertising Cremo has been moderate. The actual expenditure, expressed in dollars, would run into seven figures. There are reasons why I cannot state the amount. It might frighten cigar advertisers or erate on a smaller scale."

"If it were possible to do that, would it not be desirable for the company to make these figures public?"

"No, not at all. We welcome live competition, and are deeply appreciative when a competitor can show us a new method. Advertising is unquestionably the main factor in promoting Cremo, but there are new conditions in the

cigar trade that also favor enormous sales of a single brand. It is barely five years since the advertised brand began to figure in the trade. Before that time the bulk of five cent cigars were made by small manufacturers. There are more than 30,000 of these in the United States to-day. Some made good cigars and some the opposite, but there was no uniformity of quality. The small manufacturer bought tobacco in small quantities from time to time, as he made it up. However expert he may have been in the selection of leaf and filler, he could not control the uniformity of his product, and the aroma varied continually. Now, the chief characteristic of a smoker is his liking for a uniform



aroma. Some men prefer a five-cent cigar to a twenty-five cent imported one, not because of perverted taste, but because they have become accustomed to the five-cent article. Under the old conditions the man who smoked inexpensive domestic cigars was continually shifting from brand to brand. He went into a tobacconist's and asked simply for a good five-cent cigar, tried half a dozen brands, found one that met his taste, clung to it. But presently it altered, and he was forced into the process of selection again. There were no brands prominently before the public. Advertising changed all that, for when the smoker went to the dealer he asked for a brand that he had seen advertised. These began to outstrip the others, pres-

ently, and increase of sales made it possible for manufacturers to operate on a large scale and assure uniformity. Cremo is being made in a dozen factories at various parts of the country, but every ounce of tobacco put into this brand is shipped from our central warehouse, where it goes through a most exact process of selection. The factories merely roll cigars, and have no hand in selecting material. This uniformity of aroma and quality gives the basis for advertising, and that in turn has made Cremo the most popular five-cent cigar on earth. I said a moment ago that it was impossible to predict the future growth of Cremo. We don't know how far it will go, but sales of other tobacco products give us material for some interesting speculations. Seven billion cigars of all kinds were consumed in this country last year, and four billions were five-cent cigars. The increase in consumption is about ten per cent a year. In smoking tobaccos our most popular brand is Duke's Mixture. Our sales of this one brand alone amount to thirty per cent of the entire consumption of smoking tobaccos in the United States. In chewing tobaccos our Star Plug equals fifty per cent of the entire consumption. In Turkish cigarettes our Turkish Trophies equals sixty per cent of the entire consumption. This is a ten-cent cigarette, and a fact worth emphasis is that this is a young industry and Turkish Trophies have been pushed through advertising along the lines of the Cremo publicity. Our sales of Cremo now equal ten per cent of the entire consumption of five cent cigars. A year ago they were but two and a half per cent. The public has never had a five-cent cigar of this quality. The five-cent cigar, without encroaching on sales of more expensive cigars in prosperous times, grows faster than other grades. These facts and statistics show the field that we are operating in, and what it is possible to achieve. To-day we are fully 10,000,000 behind in the manufacture of Cremo, and cannot make them fast enough.

"In our advertising we follow the principle that to produce ex-

(Continued on page 6.)

EVERY MONTH SHOWS AN INCREASE IN PLAIN DEALER CIRCULATION

The average circulation of THE CLEVELAND PLAIN DEALER for the first six months of 1903 was as follows :

		DAILY		SUNDAY
January	- -	59,522	-	54,338
February	- -	59,944	-	55,666
March	- -	61,477	-	57,443
April	- -	64,054	-	58,550
May	- - -	65,502	-	59,229
June	- - -	67,358	-	59,973

The average circulation of THE PLAIN DEALER for the months of June 1902-1903 was as follows:

		DAILY		SUNDAY
June, 1903	- -	67,358	- -	59,973
June, 1902	- -	58,457	- -	51,349
Gain	- - -	8,901	- -	8,624

The circulation of THE SUNDAY PLAIN DEALER is double that of any other Cleveland Sunday paper and fifty per cent greater than that of all other Cleveland Sunday papers combined.

The circulation of THE DAILY PLAIN DEALER is double that of any other Cleveland morning paper.

Every Advertiser desiring to cover the Cleveland field should demand of each newspaper to know exactly how much circulation he is buying.

THE PLAIN DEALER circulation books are always

OPEN TO INVESTIGATION

C. J. BILLSON,

MANAGER FOREIGN ADVERTISING DEPT.,

Tribune Bldg., New York. Tribune Bldg., Chicago.

traordinary results we must do something extraordinary. Which medium is most profitable is difficult to say. Our people believe that every form of advertising is valuable so long as it reaches the large portion of the public that we want to talk to. Results are largely determined by the quality of the advertising. It must be forceful. Good copy makes any widely circulated medium productive, just as poor copy is ineffective in the best mediums. Some advertisers attract attention with two inches of space in a single New York daily, while others use half-pages in a big list and lose money. Our newspaper campaign extends to every part of the United States. We use dailies exclusively, reaching country districts through sign-tacking and other mediums. Our ads run to large spaces, for we use each kind of advertising as thor-



oughly as is possible without over-doing matters. What would I consider over-advertising? That is hard to say. The Cremo campaign has never gone beyond a point in any section of the country where subsequent sales did not warrant the expenditure. But it would be possible to advertise too heavily in some sections. Quite apart from newspapers and outside mediums we have an immense advertising medium of our own—our organization for reaching dealers. This is so comprehensive that we can introduce any article into the most remote village. The interest of the dealer is nearer to us than to manufacturers in any other trade. The manufacturer who sells a thousand skirts to a department store, for example, is not interested in their sale. But we study the public on behalf of the retailer. We do much of his thinking for him.

We watch consumers ceaselessly, catering to their tastes, giving them what they demand. The dealer's study of consumers can cover but a limited portion of the public at best. Our study is national, statistical, scientific and exact. I mentioned schemes as part of our campaign. By this word I mean mediums that will help the retailer sell goods, as well as inducements to operate on a larger scale than he is accustomed to. The retail tobacconist is often a business man of small capital. He buys from hand to mouth. We induce him to be bold, to buy a little more than he took last time. To push Cremo, for instance, we give with one thousand lots a discount on Duke's Mixture, and the retailer responds, buying to his utmost capacity. Having the goods on his shelves he naturally pushes them. We help him with signs, window displays, cigar cutters, novelties. We never sell him goods that are not in demand, for if unpopular brands grow dry and stale on his hands he will find ways to sell them anyhow, and that hurts our trademarks. We back our goods with advertising, and establish close relations for mutual benefit, giving the dealer a chance to make money. Fine talk doesn't go far with retailers nowadays—and ought not to. Some cigar manufacturers pay retailers a small premium for their windows, making displays of their goods. This we never do under any circumstances. Our efforts go no further than aid in selling goods that we know are most in demand, and we never spend money to push goods against demand. The line of least resistance determines modern business methods.

"The advertising of Cremo has surprised us in a sense, but that does not imply that it has been accidental in its results. We follow scientific methods as near as possible. No sane man would endeavor to push a commodity to this extent unless it were above criticism as to quality and had an outlet through a complete distributive organization. Cremo has both, and that is the basis of its success."

Magazine have not used in the

Cremo campaign, but the extent to which the ads have appeared in dailies and on the boards of late makes it the most prominent advertising in the public eye just now. Large spaces characterize the newspaper ads, and the poster effect is sought. Argument is confined to a few bold lines. Some of the phrases are pithy and vigorous, as "The dealer never offers a substitute for your benefit," "Smoke Cremo and the world smokes with you, smoke a substitute and you smoke alone," "The band is the smoker's protection," "A cigar not ashamed of its identity." Its goodness is first judged by its appearance and then proved by its disappearance." A striking ad was one showing that sales for a year exceed the number of nickels in existence. Following the principle of all advertising of low-priced commodities, the ads enforce the name and the cigar does the arguing. The sale of Cremo is confined to the United States. From the standpoint both of advertising and merchandising Cremo is one of the most interesting

commodities on the market today. A year from now it may be still more interesting.

JAS. H. COLLINS.

A SMALL appropriation ought to be expended in a small territory,

THE coal production and consumption of the world, and especially of the United States in comparison with other coal-producing countries, is the subject of a monograph which will appear in the forthcoming issue of the *Monthly Summary of Commerce and Finance*, issued by the Treasury Bureau of Statistics. The general demand for coal seems to have increased very rapidly in recent years, not alone in the United States but throughout the world. One of the most characteristic features of modern industrial development has been the rise of the coal industry. Modern society relies upon coal as the fuel and source of power, and the terms "iron age," "machine age," and "age of steam" may all be translated the "age of coal."

The Indianapolis News

Circulation

Average daily paid circulation first 6 months of 1903,

72,497

Average daily paid circulation first 6 months 1902,

60,500

Net average daily gain 1903,

11,997

A Half
Year's
Record

Advertising

Daily average first 6 months 1903,


62.90 Cols.

Daily average first 6 months 1902,

57.36 Cols.

Net average daily gain 1903,

5.54 Cols.

 Copies to advertisers, file, office use, unsold and returned copies or papers sold after day of publication not included in this average in determining the net paid circulation.

The paid circulation of The Indianapolis News exceeds the combined average paid circulation of any three dailies in the city or State.
The Indianapolis News is the only paper in the State of Indiana that publishes each month a sworn statement of its paid circulation.

M. LEE STARKE, Mgr. General Advertising,
Tribune Building, New York. Tribune Building, Chicago.

VARIABLE ADVERTISING RATES.

The volume of advertising, especially in a daily paper, has an ebb and flow. At certain seasons of the year advertisers find it profitable to use space, while at other seasons they find it best to withdraw their advertising. Hence there is an overcrowding at one season and a dearth of advertising at another. Prices of staple commodities continually fluctuate in the open market, but the price of advertising space fluctuates only with the condition of business. There are off seasons in business when the advertiser can hardly get back a new dollar for the old one expended in space, and in those seasons he usually ceases advertising. A more flexible space rate, adapted to the general ebb and flow of business, would probably result in a greater yearly average of advertising for newspapers than is now the rule. If advertising space is valuable and sought after nine months in the year, and a drug in the market the other three months, why not issue a rate card to meet the condition? For the month of June allow ten per cent rebate on regular rates; for July allow twenty per cent; for August allow fifteen per cent. Contracts for these three months could be accepted at sixteen and two-thirds cents rebate. The other nine months would be net. This premium for summer business would be profitable to both publisher and advertiser. Some years ago an advertiser running a large plant said, "I will try the experiment of using \$12,000 worth of advertising during our dull summer season to see if I can keep my employees at work." The advertising was placed, but at the end of that period he found that he had just met running expenses, making not a dollar profit. His only gain was that he had kept his force of employees, and would not be at the expense and trouble of breaking in a new force at the beginning of the busy season. The publishers who ran this advertising charged exactly the same rate per line that obtained in the height of his busy season, when his advertising brought results three-

fold. This advertiser is an exception, however. The general rule is to cease advertising altogether, causing a dead loss to publishers. If a variable rate were applied to meet these conditions the publisher would be selling his space at a profit during the dull months, while the income from the advertiser's campaign in the busy season, at regular rates, would not be decreased at all. It is my belief that through co-operation of publishers, agents' and advertisers' associations, it would be possible for publishers to allow rebates during seasons of depression, either in certain trades or certain localities. This plan has actually been tried to a limited extent, and in every case that has come to my knowledge it made business for both advertiser and publisher where no business had existed for either. JOHN W. BARBER,

Secretary American Advertising Agents' Association.

SOME men expect too much from an advertisement. No one would expect a traveling salesman to make large sales on his first round in an unexplored field. But there are many who refuse to advertise a second time in a medium which failed to bring in trade on a single trial.



MADE IN GERMANY.

The American Newspaper
Directory for 1903 shows

THE
PITTSBURG PRESS

to have a larger circulation
than any other newspaper
published in Pittsburg.

C. J. BILLSON,
Manager of Foreign Advertising,
NEW YORK AND CHICAGO.

A SUCCESSFUL SMALL DAILY.

When an eight-page seven column daily, issued in a town of approximately 12,000 people, carries regularly thirty-two columns of local advertising, it is evident that the publisher is not worrying about the encroachments of that great bugaboo of small publishers, the metropolitan daily. Such a paper is the *Reporter*, of Washington, Pa.—a paper nearly one hundred years old, dating from 1808. An examination of this publication's average issue will convince newspaper men that it is conducted on sound methods. Washington is a town of 7,670 according to the last census, and has now between 12,000 and 15,000. Situated only thirty-one miles from Pittsburg, it is naturally in the scope of Pittsburg's papers. The citizens of Washington ought to be so interested in the Smoky City's newspapers as to have no time for dailies printed in their own community. Yet the Washington *Reporter* has a figure rating in the 1903 Directory of 5,857 daily average, showing that practically every other person in town, irrespective of age, nationality or condition of servitude, buys a copy of the *Reporter* every day. Still more remarkable is the display of advertising, for there are only fifty-six columns all told in a paper this size, and the *Reporter's* thirty-two columns of ads represent more than two hundred separate advertisers, exclusive of want ads. Only two announcements for general advertisers appear in a recent issue—Hire's Root Beer and Walther's Peptonized Port (Pittsburg). Examination of the *Reporter* as a whole shows that it is, first, a local daily.

"It doesn't seem to worry about affairs of State,
But says that F. S. Leighton has painted his front gate—"

National and foreign news is boiled down to a few paragraphs, and the paper is filled with the news of Washington. There is an amazing quantity of matter under such heads as "Local Glances." The paper is cleanly printed, and sells for a penny. The advertising columns clearly indicate that the

publisher takes as much interest in filling space as he does in selling it. The ads have a uniform style, and lead one to infer that the *Reporter's* staff prepares most of the copy. There is no attempt to be clever, or to use what George L. Dyer calls the "advertising dialect." But every ad in the paper, with a very few exceptions, says something to the point and says it briefly. Here are two specimens:

Small silver for the table? Yes. Yes. Every variety of pattern and ample choice in weight—the good silver which will give a lifetime of service and then go to the next generation—the older it gets the more valuable it becomes. Come here for that kind.—H. U. Seaman Co.

Shut your eyes and see how you would like to go through the world with a black veil before them. That is what will happen if they need attention and you neglect them. We know that wrong glasses will ruin the eyesight—that the right ones will strengthen them. We fit the right glasses.—F. H. Hayes.

Reasoning from effects to causes, it seems certain that the Washington *Reporter* enjoys its circulation because it caters to home readers and home advertisers. Recognizing the superior attractions of large city dailies, it leaves them the work of supplying general news, cultivating its own field. When metropolitan dailies are read and patronized in preference to home papers it indicates that the latter can be dispensed with. The Washington *Reporter* is evidently the sort of newspaper that readers in its community cannot get along without, and the paper that is indispensable to readers cannot be ignored by advertisers. The Little Schoolmaster is glad that it is eligible to his "Roll of Honor."

"ABOUT the Crystal Spring" is a compact little twenty-page booklet issued in the interests of Crystal Spring Water, which is sold in New York by the Crystal Spring Water Company, 2231 Broadway. This water is bottled at Pine Hill, a town in the Catskills, and the booklet describes the method by which purity is assured through a system of glass pipes leading from the source of supply to the bottling plant. It is a forceful, informing brochure, and ought to have a high advertising value if distributed wisely.

WEEKLY AD CONTEST

For the purpose of fostering an ambition to produce good advertisements, retail and others — PRINTERS' INK conducts this weekly contest.

Any reader or person may send an ad which he or she notices in any newspaper for entry.

Reasonable care should be exercised to send what seem to be good advertisements. Each week one ad will be chosen which is thought to be superior to any other submitted in the same week. The ad so chosen will be reproduced in PRINTERS' INK, if possible, and the name of the sender, together with the name and date of the paper in which it had insertion, will also be stated. A coupon, good for a year's subscription to PRINTERS' INK, will be sent to the person who sends the best ad each week. Advertisements coming within the sense of this contest may be taken from any periodical, and they should preferably be announcements of some retail business, including bank ads, real estate ads, druggists' ads, etc. Patent medicine ads are barred. The sender must give his own name, the name and date of the paper in which the ad had insertion. All advertisements submitted for this purpose must be addressed **WEEKLY AD CONTEST, Care Editor PRINTERS' INK, 10 Spruce Street, New York.**

THIRTIETH WEEK.

In response to the competition announced here thirty-four advertisements were received in time for report in this issue. The one reproduced below was deemed best of all submitted. It was sent in by Geo. S. Willis, with the Baltimore and Ohio Railroad Co., Pittsburg, Pa., and it appeared in PRINTERS' INK of June 24, 1903, where it originally occupied a full page of space. A coupon as provided in the conditions of the contest was mailed to Mr. Willis, who makes the following comment:

"This ad puts it up to the advertiser in the most forcible manner."

PRINTERS' INK would be pleased to have the publishers send in the names of their retail advertisers, who might be interested in reading the Little Schoolmaster. To such names sample copies will be mailed free of cost. Help the dealer to create an interest in intelligent advertising and you will surely help your own advertising patronage. Those retailers who are already readers of PRINTERS' INK

Guaranteed by a National Bank

The circulation of the MUNCIE (IND.) STAR is guaranteed by the MERCHANTS' NATIONAL BANK of Muncie.

The paper invites investigation from all sources, and the bank will pay \$1,000 to any one disproving its claims, which follow:

Largest circulation of ANY Indiana morning paper.

Largest Circulation of any Indiana Daily paper, one exception.

Its guaranteed circulation for April, 1903, was 26,732.

The proof of its appreciation by advertisers is evidenced by the fact that in February last it carried a larger amount of advertising than ANY Indiana paper.

Money talks!

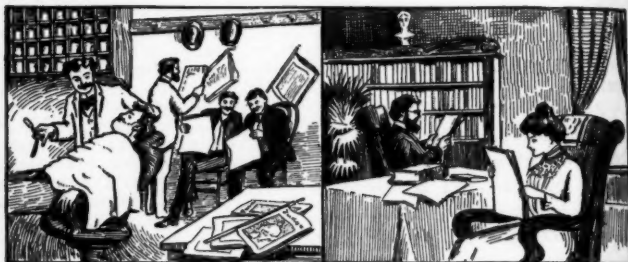
The Muncie (Ind.) Star

THE LORAN & COLE SPECIAL AGENTS,
REPRODUCED BY
 Tribune Buildings, New York and Chicago.

appreciate the helpful suggestions and ideas which they get from the paper and as PRINTERS' INK is the best advertising school it should be in the hands of every progressive young business man.

HUMOROUS, LITERARY.

The American Newspaper Directory, among its class papers, attempts to catalogue the two varieties mentioned in the heading of this page. But all American newspapers are "humorous"; and if every one is not "literary," the editor thereof would wish to "know the reason why." Recognizing the difficulties which his task presented, the Directory editor did not pursue it very far, but contented himself with mentioning three periodicals of the first class and thirty-one of the other variety. No one will assert that the papers and periodicals he has named are not among the very best, but whether they are more entitled to be chosen than some dozens or hundreds of others is an open question.



HUMOROUS.

NEW YORK.....	New York Judge.....	Weekly	B
	Life.....	Weekly	C
	Puck.....	Weekly	B

LITERARY.

CALIFORNIA.....	San Francisco, Argonaut.....	Weekly	13,105
	San Francisco, News-Letter and Cal. Advertiser.....	Weekly	16,693
	San Francisco, Overland Monthly.....		43,917
MASSACHUSETTS.....	Boston, Atlantic Monthly.....		H
	Boston, New England Magazine.....	Monthly	21,390
NEW YORK.....	Collier's Weekly.....		307,564
	Harper's Weekly.....		B
	Literary Digest.....	Weekly	B
	Nation.....	Weekly	G
	Public Opinion.....	Weekly	C
	Ainslee's Magazine.....	Monthly	C
	American Monthly Review of Reviews.....		A
	Bookman.....	Monthly	40,200
	Century Magazine.....	Monthly	A
	Critic.....	Monthly	G
	Current Literature.....	Monthly	G
	Everybody's Magazine.....	Monthly	139,45
	Ev'ry Month.....	Monthly	50,000
	Frank Leslie's Popular Month'y.....		204,621
	Harpers' New Monthly Magazine.....		A
	Literary News.....	Monthly	H
	McClure's Magazine.....	Monthly	364,639
	Munsey's Magazine.....	Monthly	603,350
	North American Review.....	Monthly	F
	Pearson's Magazine.....	Monthly	A
	Scribner's Magazine.....	Monthly	A
	Strand Magazine.....	Monthly	A
	Success.....	Monthly	A
	Book Lover.....	Bi-monthly	G
PENNSYLVANIA.....	Philadelphia, Saturday Evening Post.....	Weekly	335,150
	Philadelphia, Lippincott's Magazine.....	Monthly	D

At the extreme right of the name of each paper is set down the circula-

tion rating accorded by the Directory. Where the rating is expressed in Arabic figures it is based upon a statement signed by the publisher or some one duly authorized to represent him. Where expressed by letter it indicates that no satisfactory statement of the actual issues was obtained by the Directory editor upon which a rating in plain figures could be based. The circulation figures and ratings do not represent the actual issue of the paper to-day, or this month, but the average for a full year that had wholly passed before the Directory went to press. The meanings of the letter ratings are explained below.

Exceeding seventy-five thousand, - - - - -	A
Exceeding forty thousand, - - - - -	B
Exceeding twenty thousand, - - - - -	C
Exceeding seventeen thousand five hundred, - - - - -	D
Exceeding seven thousand five hundred, - - - - -	E
Exceeding four thousand, - - - - -	F
Exceeding twenty-two hundred and fifty,	H

The circulation figures and ratings do not represent the actual issue of the paper to-day, or this month, but the average for a full year that had wholly passed before the Directory went to press. Letter ratings in the Directory are given only to papers that will not or do not furnish information upon which an exact and definite rating may be based.

THE Barrios Diamond Company, lottery law, and ordered that the of Chicago, recently advertised in the dailies of that city, offering a prize of one hundred dollars to the person who could detect a real diamond placed among the imitation gems displayed in the window of its State street store. The postoffice authorities decided that the contest was a violation of the real diamond be removed from the display. This action was subsequently made the basis of page ads by the company, the particular point made being that Barrios "diamonds" so closely resemble the real that chance alone would enable the public to tell them from the genuine article.

Twin City Comparisons.

The Minneapolis Journal from January 1st to June 1st, 1903, carried 73 per cent more advertising than the daily Tribune.

The Minneapolis Journal from January 1st to June 1st, 1903, carried 74 per cent more want advertising than the daily Tribune.

The Minneapolis Journal from January 1st to June 1st, 1903, carried 9 per cent more advertising than the Sunday and Daily Tribune combined.

The Minneapolis Journal out of 5,968 residences canvassed, had 4,860 subscribers—the Evening Tribune 1,228—the Morning Tribune 764.

The Minneapolis Journal in 81 apartment and flat buildings canvassed, had 1,250 subscribers—the Evening Tribune 185, and the Morning Tribune 178.

The Minneapolis Journal Covers Minneapolis.

M. LEE STARKE,

Tribune Building,
NEW YORK.

Mgr. General Advertising,

Tribune Building,
CHICAGO.

GIMBEL BROTHERS INCORPORATED.

A PENNSYLVANIA CHARTER IS TAKEN OUT BY PHILADELPHIA'S GREAT DEPARTMENT STORE.

Capitalized at \$10,000,000 and incorporated under the laws of Pennsylvania, Gimbel Brothers has become a corporation. Perpetuation of a great department store business and the avoiding of the disarranging possibilities that might follow upon the death of a member of the old partnership are the moving reasons for this new step in line with present-day business methods.

The incorporators are: Jacob Gimbel, Isaac Gimbel, Ellis A. Gimbel, Charles Gimbel, Daniel Gimbel and Benedict Gimbel of Philadelphia; Louis Gimbel and Nathan Hamburger, of Milwaukee, and Daniel and Murry Guggenheim, of New York, cousins of the Gimbel brothers.

It is announced that all the stock in the new corporation is held by the incorporators; that not a share of it is for sale, and that the business will continue to be kept in the family. All the stores owned by the Gimbels in Philadelphia, Milwaukee and other cities, and all that hereafter may be established, are constituent parts of the new whole, for which incorporation papers were obtained at Harrisburg the other day by John G. Johnson, attorney.

The Gimbel business is in its second generation, having been inaugurated by Adam Gimbel in 1842. He developed a chain of stores in Indiana and Illinois, and his sons took up the work with him as they reached manhood. The present ten-acre store in Milwaukee was founded in 1886. It was, of course, a very much smaller affair than it has since grown to be.

Nine years ago the firm opened its house at Ninth & Market streets, Philadelphia. Building after building has been purchased and added to the original sales-rooms, until there is now a floor space covering twenty-three acres, the largest in the world.

Morover, it is hinted that the early future will find the name of the new corporation over buildings

devoted to the department store business in other cities where it has hitherto been a stranger. This, in view of the financial strength of the organization, which is recognized as being great, appears to be one of the certainties of coming commercial events.

Philadelphians are already familiar with the steady progress of the Gimbels and the methods by which it has been accelerated.

The following "editorial" appeared in the Gimbel page advertisement on the day of the incorporation announcement:

"Luck is Pushing Done Intelligently." The growth of the Gimbel store has been a marvel. Many there be who say the success came of luck. And so it did. Luck is pushing done intelligently. It is not for mortals to will things, but mortals can do things. It doesn't build up a \$15,000,000 or \$20,000,000 business for its owners to will or to determine that they'll do that much business. The will to do is the peg. Did you ever make a mark on the wall and try to kick it? Done. Then a higher mark? Development. The mark is the incentive, not the deed. The deed comes of trying—accomplishment comes by littles. We raise the business through analysis—raise the parts that form the total. A manager knows that his wit at managing is his capital that joined to our capital makes success—and that his success is to be measured to him in dollars of earnings, and the growth of his power of earning. We've doubled this business in four years—practically doubled it. Now we'll start to double it again—and we will; we'll double the units, the volume of each line. That's all. Who is helped? We are, of course; but in degree. We pay in salaries to our helpers many, many times as much as we have left to ourselves for profit. It will always be so—and rightly. The personal analysis is that every factor in the business has as much interest in its growth as have we. Wit shall measure the fortune of every man and woman blessed with sound health; the wit to be honest, ambitious, to overcome difficulties and to succeed in building a large volume of business. Let no one fail to comprehend possibilities and to rise to them. And the outcome is called "luck."

Gimbels already have purchasing depots in Paris, Berlin, London, Vienna and Constantinople. The chain of outposts will be strengthened and extended. Twenty buyers are dispatched to Europe each year—some of them making semi-annual trips. This corps will be enlarged gradually.

JOHN. H. SINBERG.

A CLEVER artist is the capable advertiser's ablest ally.

A LARGE PROPOSITION.

The manufacturing, importing and wholesale grocery house of Austin, Nichols & Co., New York, is the largest establishment of its kind in the United States, and therefore largest in the world. Its trade ramifications extend all over the Union, as well as into South America, the West Indies, South Africa, Australia and other foreign countries. Its chief machinery for selling consists of a force of two hundred traveling salesmen. Only of late has advertising been brought to their aid. The wholesale grocery business is one of the last to adopt advertising because it presents many problems. The manufacturer with a single product has a simple proposition, but innumerable difficulties attend the application of advertising to a business dealing in more than 10,000 separate items of merchandise, many of which are staples handled at a small profit. Methods must be made. Progress is slow. The leading firms in this trade are taking up the question of advertising, however, each working upon a basis of its own. Austin, Nichols & Co. first began advertising three years ago, establishing an advertising department of which Frank C. Rex became manager.

"My previous experience in publicity had been wholly in retail lines, with Strawbridge & Clothier, in Philadelphia," he says. "It needed some study of the situation here before I knew where to begin. To go to the consumer was out of the question, save through the medium of circulars, show cards and store attractions to be given to the retailer. One, two or a dozen items could be extensively advertised to consumers, of course, but this would not be advertising the house as a whole. Besides, the natural trend of our advertising is to the retailer. The objective point is the retail grocer, but owing to considerations of credit it is not desirable to reach every man who owns a grocery store. After looking the field over thoroughly I adopted the medium of a paper of our own—the *Anco Special*. This gives us a form of advertising which we can confine

to the people we wish to reach, and though it is printed on coated paper and got up in good shape, it is inexpensive. The first numbers were issued irregularly, but the idea caught on so quickly that it was made a monthly. In three years it has brought many friends to the house. Not only is it a fine medium for reaching the trade, but a means of talking to our traveling men. Few advertisers realize the importance of regular talks to the men who sell goods. Yet here is a body of men handling a complicated stock, out on the road most of the time, needing something to keep them enthusiastic. The *Anco Special* does this, and also paves the way for sales. The wise traveling man who keeps in touch with his trade values the paper and turns it to account. So far as contents are concerned we print news about goods in attractive shape, often in the form of conversation or stories. Every month there is a leading article on store methods, and we also publish bright miscellany. The chief aim is to talk quality to the retailer. Many wholesale grocery houses publish monthly price lists and little papers that deal wholly with prices and special lots. We talk quality and endeavor to educate readers to our policy, which is to attend to quality first and prices second. Those who deal with us, however, know that we will give them as much in quantity for their money as any other house, with better quality and the opportunity of making as great a profit on better goods as can be made on cheap bargain lots.

"Last year we took up coffee and began pushing it in the *Anco Special*, as well as through literature. We have facilities for getting at the coffee trade that are not enjoyed by exclusive coffee jobbing houses, as our salesmen, carrying a general line, can make coffee sales at slight expense. We also save consumers as much as two cents a pound on freight owing to the fact that shipments can be made with other goods. The result of a very little advertising has been that our coffee trade has doubled, while the grades of coffee sold have steadily improved because we talk quality rather than

price. Coffee is a commodity that has great advertising possibilities, for the amount consumed per capita in the United States has increased from ten pounds in 1901 to twelve pounds in the present year. The United States is third in point of consumption of coffee per capita, Denmark being first and Holland second. The Dutch control the Java trade, and consumed in 1900 nearly seventeen pounds per capita. Great Britain consumes only three-quarters of a pound annually per individual, being a tea-drinking nation. With the ever-increasing consumption of coffee in this country it is a commodity that responds readily to advertising, and yet, strange to say, it is advertised less than any other beverage. Tea is extensively exploited, as are the coffee substitutes, while cocoa is advertised more than all together, and is exceeded only by alcoholic drinks. Yet the consumption of coffee grows in the face of this competition. Cocoa consumption is also increasing. I cannot say whether coffee substitutes are on the increase. Certainly they do not hurt coffee. In some respects tea has suffered a wane in popularity, and perhaps the average American drinks less beer and alcoholic beverages. Owing to this state of affairs we have been able to make a little coffee advertising very productive.

"Olives are another specialty we are pushing. There is an increasing demand for them. The large Queen olives come from Spain, and are considered unfit to eat by the Spaniards, being deficient in oil. Americans like a dry olive, however, and of the 8,000 casks annually exported from Spain we take a large proportion—more than any other importing house. The lines most profitably advertised in the wholesale grocery trade are those that the house can control by trade marks and labels. The present tendency is to put up goods in packages under a trade name, as our 'Republic' and 'Sunbeam' brands, which comprise a complete line of package coffees, teas, spices, canned goods, canned meats, fish, preserves and so forth. These goods once established are perma-

nently in demand, and the brand stands for the quality of the whole line. A housewife buys a package of 'Republic' wheat flakes, for example, and likes them. When she buys oatmeal she asks for 'Republic.' We confine our advertising largely to the labels, talking about wheat flakes and tapioca on the oatmeal package and gradually acquainting her with the whole range. It is a cheap form of advertising, but effective. Such methods are the only ones that have been applied to this trade so far. We have excellent reasons for knowing that a label on a line of really high-grade goods quickly becomes known and respected for itself—with no other advertising than our statements on the packages and the quality of the goods themselves.

"The grocery trade papers present very slender advertising possibilities. These circulations are inflated, for one thing, and they do not appeal to the retail grocer. The retailer does not read for information about his business, but depends upon his source of supply for information. We use trade papers hardly at all, but depend upon the *Anco Special* because it reaches the people we want to reach and interests them because they are handling our goods. The monthly edition is now 10,000, and the money invested in the little paper pays a much better return than if it were invested in any line of merchandise in the establishment."

The Austin, Nichols & Co. cigar department, in charge of Mr. J. Edward Cowles, handles 20,000,000 cigars yearly, and has used more or less advertising during the past fifteen years.

"Our cigars comprise some brands that have been on the market more than twenty years, such as our 'Sweet Violets,' but we do not advertise to consumers beyond store cards and window attractions for dealers," said Mr. Cowles. "The cigar trade of a wholesale grocery house does not infringe on the tobacco trade proper. We sell to very few retail tobacconists. Our business is done largely with grocers, druggists, hotels and restaurants, which are visited by the firm's traveling salesmen. To stimulate

sales we give premiums to the retailer—the man behind the counter. These premiums consist of everything from store equipment to furniture. I know of one grocer who has practically furnished his home in this way. Premiums stimulate sales better than advertising to the consumer so far as our trade is concerned. We furnish to dealers various devices for their windows, such as motion machines and accessories for display. These machines are loaned, and as soon as the possibilities of one are exhausted in a town we send something new. A very successful window attraction was our case of 'Vicious Varmints,' consisting of a large glass case containing a horned toad, centipede, tarantula, scorpion and trap-door spider. Then we have literature and posters for the store, as well as cigar cutters and other devices. These may be old, but they help sales. The cigar department is well represented in the *Anco Special*, and we use some of the trade papers to reach dealers—the *American Grocer and Merchants' Review*. Occasionally we go into the drug papers. The wholesale grocery house sells cigars on a closer margin than is possible in the tobacco trade, and depends almost wholly upon its travelers to push goods."

TERSENESS is a form of expression that may be employed to rudeness. Politeness is the essence of social life. Gentle courtesy without obsequiousness is a virtue that brings returns in any line of business. Abruptness in speech may be laconic, but brevity is not all there is to advertising.

It sometimes happens that an advertiser sees his business at such close range that he is unable to notice many faults that are apparent to the outsider. No matter how well he has his advertising in hand, it will pay any advertiser to occasionally employ an expert—one who knows nothing about the business in question—to look over the ground. In nine cases out of ten the expert when so employed is able to show the merchant where his advertising can be benefited or where his store methods can be improved.

Sure Signs of Quality

For the first six months of 1903 the

Record-Herald

printed one hundred and fifty-four thousand lines of financial advertising—twelve thousand more than its nearest competitor.

For the same period the

Record-Herald

printed ninety-seven thousand lines of book advertising—twenty-five thousand more than its nearest competitor. The

Record-Herald

has the largest known morning and Sunday circulation in Chicago.

THE MILWAUKEE JOURNAL

guarantees more paid circulation than the added paid circulations of the two other evening papers, or no charge for advertising. The one Milwaukee newspaper that did not refuse, when so requested, to allow advertisers to investigate its circulation records.

The Journal carries more classified than all other evening papers combined—a good line on busy circulation.

Average circulation for May, 1903,

3 3 , 2 4 4

S. B. SMITH,
30 Tribune Bldg., New York.

C. D. BERTOLET,
703-707 Boyce Building, Chicago, Ill.

M. ZINEMAN & BROTHER.

**PHILADELPHIA OPTICIANS BUILDING
UP A FINE BUSINESS BY ADVERTISING.**

M. Zineman and Bro. are among the best known advertisers of optical goods in Philadelphia and contiguous towns because their cards run in nearly all of the newspapers printed in the Quaker City and its vicinity. The average size of a Zineman advertisement is from twenty-five to fifty lines, four and six times per week in each newspaper; therefore, when they came out last week with a 400-line advertisement, excellently worded and catchily displayed, with a heading of: "1878-1903—25th Anniversary of M. Zineman & Bro., Opticians," I instinctively felt that an interview with Mr. Zineman should result in some interesting information anent optical advertising.

I found the store of this progressive firm crowded with people, taking advantage of the special anniversary offer—which was a pair of aluminum spectacles worth \$2 reduced to \$1 during the anniversary celebration, but Mr. Zineman took the time to talk for a few minutes as soon as I mentioned the Little Schoolmaster, "I can't refuse an old friend," said he, opening a drawer which was filled with back copies of **PRINTERS' INK**, "You can readily see that the Little Schoolmaster and I have met before."

"Mr. Zineman, this 25th anniversary impressed me as a good occasion to call on you and get your ideas and experiences on optical advertising."

"Well, I will give you a few reminiscences of our business history—and advertising has been the chief factor of our growth.

"Twenty-five years ago we started our business on Ninth street, below Sansom, and on the day we opened our doors we commenced advertising and have kept it up incessantly ever since. From the very first our motto was 'best service and everything as advertised' and so steadfastly did we adhere to this motto that our business grew rapidly; aye, more rapidly than our most sanguine friends had prophesied, so that it was not long

before our Ninth street store became cramped.

"To accommodate the growing demand for our goods, we moved to 1006 Market street, where we had, as we thought, ample room to satisfy our needs for many years. But our reputation for fair dealing and excellent service continued to expand and so did the list of our patrons. People came to us not only from every part of Philadelphia, but from the surrounding towns in Pennsylvania, New Jersey, Delaware and Maryland.

"We increased our advertising and orders began coming by mail, so that now we fill hundreds of prescriptions for persons many miles away from Philadelphia. Steadily, but surely, our business at 1006 Market street increased till finally the same question of more room confronted us. Then we realized that the only permanent solution to the problem would be to get a building of our own. After a long search for a desirable location, we succeeded in securing the building situated at 21 North Eleventh street, six doors above Market, centrally located, in the heart of the shopping district and only a stone's throw from either of the railroad terminals. This we equipped with every scientifically approved appliance known in the treatment of eyes, and though we have been here a short time, our trade has grown wonderfully, because in our advertising we lay stress that by having our own building the people who deal with us are benefited."

"Tell me something about your regular advertising—the papers you use, etc."

"We adopted a style of advertising long ago and have stuck to it ever since. It is a card of from twenty to fifty lines, always containing the cut of a pair of spectacles and the statement that we make free examination. My brother is a practicing physician who has made a specialty of the treatment of the eye, and we can afford to make examinations of the eyes of prospective customers without charge. We use all of the Philadelphia papers on different days. For instance, we are in the *Record* Tuesdays, Thursdays and

Saturdays, in the *Inquirer* Mondays, Wednesdays and Fridays, etc., insuring our reaching the various classes of readers appealed to by the different newspapers. That much for the city newspapers.

"We run somewhat large cards in the country papers of towns contiguous to Philadelphia, such as Wilmington, Norristown, Atlantic City, Cape May, Chester, Trenton, Dover, Woodbury, etc. In the out of town ads we lay particular stress upon the fact that our new building is centrally located and within a block or two of the main railroad stations."

"Do the country papers pay?"

"Very well indeed. The rate is very low and the position we get is, as a rule, top, next to reading, making the advertisement conspicuous and we have traced excellent results to this class of mediums. What will doubtless surprise you is that many of the country papers apparently have excellent job printers as often an advertisement set up by a rural newspaper compares very favorably with the copy set up by a city daily."

"Do you use any other means for publicity?"

"Yes. We have for years made it a rule to distribute free a neat, serviceable, brass-rimmed eye-shade. At frequent intervals, we mention this fact in our advertisements, and very often our giving away of an eye-shade has been the cause of our securing a valued patron."

"Do you ever advertise anything beside eye-glasses?"

"Yes, during December, we run special cards in addition to the regular ones. These contains special announcements, such as opera glasses, lorgnettes, etc.; and pay, too. The Opera Glass card we ran recently brought excellent results because it was terse and to the point, and because, too, it told the whole story by its heading: 'Opera Glasses as Gifts.' There you have it. The eye of the reader is caught by the home-reaching word 'Gifts' and sets him to thinking of the advisability to give opera glasses as a present. And that is the winning advertisement—the one which associates in his mind the merchandise advertised with the sub-

ject uppermost in his thoughts 'presents.' It is a helpful hint; a seasonable suggestion, and, if your advertisement gets position where it will be seen, it is sure to pay. Ours do. These special ads go farther. We have made scores of steady patrons through them. To be more explicit: A man or woman comes here to buy a specially advertised article. He or she finds the goods exactly as represented, prices entirely satisfactory and treatment courteous. The chances are that when that person wants anything in the way of lorgnettes, eye-glasses, etc., he will remember us, and our records show that he does remember us and often becomes a constant and valued patron."

JOHN H. SINBERG.

It is a mistake to underestimate the solicitor for trade. He is not only a form of advertising, he also stands for and represents the house itself. People estimate the character of a house by its representatives.

LARGEST CIRCULATIONS.

An examination of Rowell's American Newspaper Directory for 1903 reveals the facts stated below.

CONNECTICUT.

The *Evening Post* has a higher circulation rating than is accorded to any other paper in Bridgeport.

The *Morning Record and Republican* has a higher circulation rating than is accorded to any other paper in Meriden.

DISTRICT OF COLUMBIA.

The *National Tribune* has the highest circulation rating accorded any weekly in the District of Columbia.

GEORGIA.

The *Atlanta Journal* has the highest daily circulation rating south of Baltimore, St. Louis.

The *Daily Herald* has a higher circulation rating than is accorded to any other paper in Augusta.

ILLINOIS.

The *Star and Herald* has a higher circulation rating than is accorded to any other weekly in Dwight.

The *Mail* has a higher circulation rating than is accorded to any other weekly in Galesburg.

The *Daily Tribune* has a higher circulation rating than is accorded to any other paper in La Salle.

The *Pike Co. Democrat* has a higher circulation rating than is accorded to any other paper in Pittsfield or Pike County.

ROLL OF HONOR PRIZE COMPETITION.

In April, 1903, PRINTERS' INK inaugurated a new department called "A Roll of Honor." It is published weekly in preferred position and contains the names of publications which furnish to the American Newspaper Directory a detailed circulation statement, duly signed and dated, so that advertisers may know by weight and measure what they buy when they place a contract with the paper. Those publishers who are entitled to a place in a "Roll of Honor" are the ones who believe in honest dealing, who believe that cold, hard business shrewdness does not exclude the highest ethics in dealing with their fellow-men: Honesty.

The "Roll of Honor" has such virtues, and such advantages for those who are entitled to a place in it, that it received from the start an unanimous indorsement from publishers, advertisers and special representatives.

The "Roll of Honor" is a choice service for those who are entitled to it by reason of its almost nominal expense. Another advantage is the fact that a publisher entitled to a place in it may state for a month or a quarter just past how much his circulation has gained during such a period.

The specific conditions under which this may be done are simple and easy to comply with, viz.:

Any publisher who is entitled to an announcement under the caption "A Roll of Honor" and desires to state therein what his average circulation for a month or quarter just passed has been, may do so, provided he hands in a statement in detail, properly signed and dated, covering the period, and made in accordance with the rules of the American Newspaper Directory. Such addition to appear in *italics*, immediately following the Directory page reference number. Additional space occupied to be paid for at the regular rates, twenty cents per line.

EXAMPLE:

PENNSYLVANIA.

Philadelphia, The Evening Bulletin, D. ex. 8. Average for 1902, sworn, 180,489 (864). Copies not paid. Average for first four months of 1903, sworn, 120,661 copies not paid.
"In Philadelphia Nearly Everybody Reads the Bulletin."

York, Dispatch, daily. Dispatch Publishing Co. Average for 1902, 7,801 (895). Average for March, 1903, 8,399.

This feature of the "Roll of Honor" does particularly appeal to prosperous and progressive publishers because they could not possibly acquaint advertisers with these facts in any other way for the same expenditure of money, nor could they reach, without much clerical labor, such a large and desirable number of advertisers every week in the year. Change of copy is always free of charge.

These are some of the advantages, but there are many others. And to bring such conspicuously to the front, the following prize competition will open on July 29, 1903, to all readers of the Little Schoolmaster:

\$100 will be paid for the article which is deemed the best in setting forth why every publisher entitled to a place in the "Roll of Honor" should make use of the service.

\$50 will be paid for the second best article wanted as above.

\$25 will be paid for the third best article wanted as above.

RULES WHICH GOVERN THE CONTEST.

(1) The article must clearly set forth the terms of the "Roll of Honor" as described in that heading of the first page of the "Roll of Honor" published in every weekly issue of PRINTERS' INK.

(2) It must give sane reasons why the "Roll of Honor" is a help to those papers entitled to a place in it.

(3) The author of an article so written must have it published in some sort of a publication, either in a display advertisement, or as an essay.

(4) The space occupied by such an article must be equivalent to not less than five dollars' worth of space in the publication in which it appeared.

(5) A marked copy of the paper in which the article appeared must be mailed to the editor of PRINTERS' INK and also a clipping of the same must be sent under sealed letter postage marked "Roll of Honor Contest," care editor of PRINTERS' INK.

(6) As an acknowledgment and a partial payment of such service, every contestant will receive a coupon good for a cash payment to one year's subscription to PRINTERS' INK.

(7) Every week the editor of PRINTERS' INK will carefully weigh the merits of each contribution so received and choose from that number the one deemed the best submitted in that particular week.

(8) The article so chosen every week will be published in PRINTERS' INK, together with the name of its author and the name and date of the paper in which it had insertion.

(9) As a further recognition of such an article an additional coupon as described under rule No. 6 will be sent to the weekly prize winner and another coupon of the same class to the advertising manager of the paper in which the article appeared.

(10) After the competition has progressed what is deemed a far enough period—at any rate not later than December 9, 1903—it will be closed and among the whole number of the weekly prize awards the best three will be chosen and cash prizes awarded as already stated above, viz.: \$100 for the best article, \$50 for the second best article, \$25 for the third best article.

(11) Halftone portraits of the three prize winners will also be published in the final account of this contest.

(12) This contest is open to everybody. There is no limit to the number of articles one may submit as above stated and no bar to the publications in which they are to be inserted.

Every young man and woman interested in advertising should take part, and among the staffs of the papers already members of the "Roll of Honor" there are probably many bright young fellows who can write an excellent article and one that may land one or two of the cash prizes to be paid about Christmas time. Strict compliance with these rules must be observed, otherwise entries may fail of recognition.

An opportunity is hereby offered to bright men to obtain an amount and quality of publicity which money could not be easily made to buy.

Amateur adsmiths will not fail to note that the prize competition offers a rare opportunity to have their successful work passed upon, not only by the Little Schoolmaster in the Art of Advertising, but by all his pupils everywhere, and the class includes the successful advertisers of the civilized world.

Mere wordings and fine writing may have much less show than the rugged, homely expression of the less literary talent. What is wanting are true, strong, virile statements of facts. The principal fact to be emphasized is why a publisher whose paper is entitled to a place in the "Roll of Honor" should enlist in it and what the business and moral advantages are to bring the fact before the advertisers of the country through **PRINTERS' INK.**

For further information, if desired, address Editor of **PRINTERS' INK.**, 10 Spruce street, New York.

OPINIONS.

The new department, a "Roll of Honor," appeals to me strongly. If utilized generally, as I have no doubt it will be by all publications of "verified circulation," it will be an added incentive to publications of unknown circulation to uncover.—*W. J. Murphy, Pub. Minneapolis Daily, Sunday and Farmers' Tribune, Minneapolis.*

"At the outset I recognized in the "Roll of Honor" a form of advertising that is not only inexpensive, but peculiarly effective for the papers that I represent, while its value to advertisers is beyond question. Realizing its help in the work of a special agent, I immediately wrote to all papers on my list urging the publishers to secure representation. As a result fifteen of them have made contracts."—*E. Katz, Special Agent, New York City.*

Mr. M. Lee Starke, who has offices in both New York and Chicago, and whose present list consists of the *Washington Star*, *Baltimore News*, *Newark News*, *Indianapolis News*, *Montreal Star* and *Minneapolis Journal*, said to a representative of the Little Schoolmaster: "The advertiser who will use a paper that does not reveal its circulation is not wise. In my opinion the 'Roll of Honor' will very quickly become the handiest and most useful reference list for the average advertiser. Three of my papers are already enrolled, and I have urged the other three to secure representation."

"We think so much of it here that if our papers were not willing to pay for space in the 'Roll of Honor' we would be glad to pay for it ourselves," said Samuel E. Leith, of Leith & Stuart, 150 Nassau street. "Our publishers have been keen to see its value, however. Three are already enrolled. Three others who sent statements too late for insertion in this year's Directory find it a hardship to be excluded until next year." Mr. W. C. Stuart of the same agency said: "It is the first list of the kind made up with good stable judgment back of it. Other advertising publications have established similar departments, but the lists were of no practical value. The idea of a 'Roll of Honor,' with the prestige of the American Newspaper Directory, which is unquestioned as an authority on circulation, will make it the standard guide for advertisers."

Henry Bright, of Bright & Verree, representing a list of twelve papers in both New York and Chicago, favors the "Roll of Honor." "Four of my papers are now enrolled. The department covers several points of quality not covered by the American Newspaper Directory, but its chief usefulness is the opportunity it accords honest publishers of stating a growing circulation. The provision in the 'Roll of Honor' permitting a publisher with a figure rating to make a new statement for a quarter or month just passed enables him to present his circulation to date. One of my papers has come to the front very rapidly the past year, and naturally derives great benefit from this provision."

A Roll of Honor

NOTE.—Advertisements under this caption are accepted from publishers who, according to the 1903 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated.

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

The black figures denote the average issue for the year indicated. The light-faced number in brackets denotes the page in the American Newspaper Directory which contains the details of the publication's character.

Advertisements under this caption will also be accepted from publications to which the American Newspaper Directory accords the sign (©), the so-called gold marks, denoting superior excellence in quality of circulation. Announcements under this classification, if entitled as above, cost 20 cents per line under a YEARLY contract, \$30.90 for a full year, 10 per cent discount if paid wholly in advance.

ALABAMA.

Birmingham. Birmingham News. Daily average for 1902, 13,483 (34); first four months 1903, 16,999; April, 1903, 17,173; guaranteed.

Birmingham. Ledger. d'y. Average for 1902, 18,990 (34). Av. for June, 1903, 16,200, guaranteed.

Montgomery. Advertiser. Advertiser Co. Average circulation for 1902, guaranteed, daily 10,396 (40), weekly 12,841, Sunday 14,625 (40).

ARIZONA.

Phoenix. Republican. Daily average for 1902, 5,320 (47). Logan & Cole Special Agency, N. Y.

CALIFORNIA.

Fresno. Morning Republican, daily. Average for 1902, 4,644 (67). E. Katz, Special Agent, N. Y.

Oakland. Tribune, daily. Average for 1902, 9,952 (75). E. Katz, Special Agent, New York.

San Francisco. Argonaut, weekly. Average for 1902, 15,165 (31). E. Katz, Special Agent, N. Y.

San Francisco. Bulletin. R. A. Crothers. Av. for 1902, daily 49,159, Sunday 47,909 (30).

San Francisco. Call, d'y and s'y. J. D. Spreckels. Av. for 1902, d'y 60,885, s'y 71,584 (30).

COLORADO.

Denver. Post, daily. Post Printing and Publishing Co. Average for 1902, 23,171 (97).

CONNECTICUT.

Hartford. Times, daily. W. O. Burr. Average for 1902, 16,172 (111).

New Haven. Palladium, daily. Average for 1902, 5,500 (114). E. Katz, Special Agent, N. Y.

New Haven. Union. Av. for 1902, d'y 15,831, s'y 8,925 (114). E. Katz, Special Agent, N. Y.

New London. Day, evg. Av. 1902, 5,198 (115). First four months 1903, 5,472. April, '03, 5,323.

Norwich. Bulletin, daily. Bulletin Co., publishers. Average for 1902, 4,659 (115).

DISTRICT OF COLUMBIA.

Washington. Ev. Star, daily. Ev. Star Newspaper Co. Average for 1902, 28,748 (©) (122).

National Tribune. weekly. McElroy & Shoppell. Average for 1902, 104,599 (125).

FLORIDA.

Jacksonville. Metropolis, daily. Average for 1902, 7,018 (135). E. Katz, Special Agent, N. Y.

Pensacola. Journal, daily, every morning except Monday. Average for 1902, 2,441 (131).

ILLINOIS.

Chicago. Citizen, weekly. Citizen Co. Year ending Dec., 1902, no issue less than 1,000 (161).

Chicago. Bakers' Helper, monthly. H. R. Clissold. Average for 1902, 4,050 (©) (177).

Chicago. Breeders' Gazette, stock farm, weekly. Sanders Pub. Co. Average for 1902, 60,052 (167). Average first 25 weeks, 1903, 64,730.

Chicago. Grain Dealers Journal, a-mo. Grain Dealers Journal. Av. for 1902, 4,416 (©) (175).

Chicago. Irrigation Age, monthly. D. H. Anderson. Average for 1902, 14,166, (181).

Chicago. Live Stock Report, weekly. John Clay, Jr. Average for 1902, 16,260 (171). For the first three months of 1903, 17,460.

Chicago. New Thought, monthly, 10c. a year. Ella Wheeler Wilcox, editor. Average year ending January, 1903, 29,289 (183). Since January, 1903, New Thought prints over 100,000 monthly.

Chicago. Record-Herald. Average for 1902, daily 158,424, Sunday 171,816 (100).

Chicago. Tribune, daily. Tribune Co. In 1902, 7A (©) (106).

East St. Louis. Poultry Culture, mo. Poultry Culture Pub. Co. Average 1902, 6,375 (192). Average first six months 1903, 14,332.

INDIANA.

Evansville. Journal-News. Av. for 1902, d'y 11,910, s'y 11,508 (244). E. Katz, Sp. Agt., N. Y.

Goshen. Cooking Club, monthly. Average for 1902, 25,501 (247). A persistent medium, as housewives keep every issue for daily reference.

Muncie. Star, d'y and s'y. Star Pub. Co. Year ending Feb. 1903, d'y 21,468, s'y 16,585 (260).

Princeton. Clarion-News, daily. Clarion Publishing Co. Average for 1902, 1,520 (264).

IOWA.

Burlington. Hawk-Eye, daily. J. L. Waite. Average for 1902, 6,218 (282).

Des Moines. Cosmopolitan Osteopath, monthly. Still College. Average for 1902, 9,666 (294).

Des Moines. News, daily. Des Moines News Co. Average for 1902, 87,118 (295).

Sheldon. Sun, d'y and w'y. H. A. Carson. Average for 1902, d'y 486, w'y 2,544 (323).

Shenandoah. Sentinel, tri-weekly. Sentinel Publishing Co. Average for 1902, 3,681 (323).

Sioux City. Journal, daily. Perkins Bros. Co. Average for 1902, 16,968 (324). Over 19,000 daily guaranteed for 1903. Ranks first and best in its wide field in the Northwest.

KANSAS.

Atchison. Globe, daily. E. W. Howe. (334). Offers to prove 5,300 daily circulation for 1903, or receipt any advertising bill.

Hutchinson. News, d'y and w'y. W'y., during 1902, no issue less than 1,500 (346). E. Katz, N. Y.

Wichita. Eagle, d'y and w'y. Av. 1902, d'y 16,781, w'y 6,674 (364). Beckwith, N. Y. & Chicago.

KENTUCKY.

Cloverport. Breckenridge News, weekly. J. D. Babbage. Average for 1902, 2,248 (368).

Lexington. Leader. Av. for 1902, d'y 2,789, w'y 2,806, s'y 4,008 (373). E. Katz, S. A., N. Y.

LOUISIANA.

New Orleans. Louisiana Planter and Sugar Mfr., w'y. In 1902 no issue less than 3,000 (387).

MAINE.

Augusta. Kennebec Journal, d'y and w'y. Average d'y, 1902, 4,719, w'y 2,133 (391).

Bangor. Commercial, d'y and w'y. J. P. Bass & Co. Average d'y for 1902 7,546, w'y 29,012 (395).

Lewiston. Evening Journal, daily. Average for 1902, 6,640 (©), weekly 15,255 (©) (392).

A Roll of Honor—Continued.

Phillips, Maine Woods, weekly. J. W. Brack-
ett. Average for 1902, 5,416 (307).

Portland, Evening Express. Average for 1902,
daily 11,181, Sunday Telegram 7,666 (307).

MARYLAND.

Baltimore, Farmers' and Planters' Guide,
m'y. Geo. O. Gover. Av. for 1902, 18,827 (408).

Baltimore, News, daily. Evening News Pub-
lishing Co. Average 1902, 41,558 (408).

MASSACHUSETTS.

Boston, Evening Transcript (C) (412) Boston's
best table paper. Largest amount of week-day ad.

Boston, Globe, average for 1902:
Daily, 196,579; Sunday, 276,996 (412-413).
Largest circulation in New England.
Advertisements go in morning and afternoon
editions for one price.

Post, daily. Average for 1902, 174,178 (413).
Largest p. m. or a. m. sale in New England.

East Northfield, Record of Christian Work,
mo. Av. for yr. end'g March, 1903, 20,541 (425).

Lawrence, Telegram, daily. Telegram Pub-
lishing Co. Average for 1902, 6,701 (438).

Salem, Little Folks, mo. juvenile. S. E.
Cassino. Average for 1902, 75,250 (434).

Springfield, Good Housekeeping, mo. Avg.
for 1902, 105,666 (436). For year end, April,
1903, 119,000. All advertisements guaranteed.

Worcester, Evening Post, daily. Worcester
Post Co. Average for 1902, 10,556 (439).

MICHIGAN.

Adrian, Telegram, daily. D. W. Grandon. Av.
for 1902, 1,270 (440). Av. first 4 mths. in 1903, 3,560.

Detroit, Times, daily. Detroit Times Co. Av-
erage for 1902, 27,657 (450).

Grand Rapids, Herald, daily. Eugene D.
Conger. Average for 1902, 20,156 (456).

Saginaw, Evening News, daily. Average for
1902, 9,845 (473). First six months 1903, 10,412.

MINNESOTA.

Minneapolis, Farmer's Tribune, twice-a-week.
W. J. Murphy, pub. Av. for 1902, 74,714 (496).

Minneapolis, Journal, daily. Journal Print-
ing Co. For 1902, 54,628 (495).

Minneapolis, N. W. Agriculturist, s.-mo. Feb.,
1903, 78,168 (498). 75,000 guar'd. sec. agate line.

Northwestern Miller, weekly. Miller Publish-
ing Co. Average for 1902, 4,200 (C) (497).

Minneapolis, Svenska Amerikanska Posten,
weekly. Swan J. Turnblad, publisher. Average
for 1902, 47,075 (497).

Minneapolis, Tribune, daily. W. J. Murphy.
publisher. Average for 1902, 66,872 (496).

Minneapolis, Tribune, Sunday. W. J. Murphy,
publisher. Average for 1902, 66,850 (496).

St. Paul, News, daily. B. D. Butler. Average
for 1902, 50,619 (506).

Winona, Republican and Herald, daily. Aver-
age 1902, 5,200 (512). Av'ge past 6 months, 4,007.

MISSOURI.

Joplin, Globe, daily. Average for 1902, 9,414
(541). E. Katz, Special Agent, New York.

Kansas City, Journal, d'y and w'y. Average
for 1902, daily 56,876, weekly 161,109 (541).

Kansas City, Weekly Implement Trade J'n'l.
Av. Aug., 1902, 9,187 (543). Av. 5 mos. 1903, 9,595.

Kansas City, World, daily. World Publish-
ing Co. Average for 1902, 62,978 (543).

St. Joseph, Medical Herald, month'y. Medical
Herald Co. Average for 1902, 7,475 (587).

St. Joseph, 300 S. 7th St., Western Fruit Grow-
er, m'y. Av. for 1902, 22,287 (587). Rate 15c.
per line. Circulation 30,000 copies guaranteed.

St. Louis, Medical Brief, mo. J. J. Lawrence,
A.M., M.D., ed. and pub. Av. for 1902, 22,055 (583).

St. Louis, The Woman's Magazine, month'y.
Women and home. Lewis Pub. Co. Proven aver-
age for 1902, 908,225. Actual proven average
for first 5 months in 1903, 1,115,700. Every issue
"OVER" one million copies. Largest EVERY
issue circulation of any publication in the world.

MONTANA.

Butte, Inter-Mountain, daily. Inter-Mountain
Publishing Co. Average for 1902, 10,101 (573).

Helena, Record, evening. Record Publishing
Co. Average for 1902, 7,974 (574). Average Jan-
uary 1st to May 31st, 1903, 10,200.

NEBRASKA.

Lincoln, Deutsch-Amerikan Farmer, weekly
(560). Average for year end, April 30, '03, 144,554.

Lincoln, Freie Presse, weekly (560). Average
for year ending April 30, '03, 144,554.

Omaha, News, daily. Daily News Publishing
Co. Average for 1902, 62,777 (584).

NEW HAMPSHIRE.

Manchester, News, daily. Herb. N. Davison.
Average for 1902, 7,500 (605).

Leith & Stuart, N. Y. Rep., 120 Nassau St.

NEW JERSEY.

Elmer, Times, weekly. S. P. Foster. Average
for 1902, 2,035, (616).

Jersey City, Evening Journal, daily. Evening
Journal Assoc'n. Average for 1902, 17,522 (619).

New Market, Advertiser's Guide, mo. Stanley
Day, publisher. Average for 1902, 5,041 (623).

NEW YORK.

Albany, Journal, evening. Journal Co. Av-
erage 1902, 16,169 (634); present, 16,207.

Albany, Times-Union, every evening. Establ.
1856. Average for 1902, 25,294 (635).

Binghamton, Evening Herald, daily. Evening
Herald Co. Average for 1902, 16,291 (635).

Buffalo, Courier, morning; Enquirer, even-
ing. W. J. Connors. Average for 1902, morn-
ing 48,815, evening 50,401 (641).

Elmira, Ev'g Star. Av. for 1902, 9,255 (651).
Guaranteed by affidavit or personal investigation.

Leith & Stuart, N. Y. Rep., 120 Nassau St.

Ithaca, News, daily. Ithaca Publishing Co.
Average for 1902, 2,116 (652).

Leith & Stuart, N. Y. Rep., 120 Nassau St.

Newburgh, News, d'y. Av. for 1902, 4,257 (665).
Guaranteed by affidavit or personal investigation.

New York City.

American Machinist, w'y, machine construe.
(Also European ed.) Av. 1902, 15,561 (C) (670).

Amerikanische Schweizer Zeitung, w'y. Swiss
Pub. Co., 63 Trinity pl. Av. for 1902, 15,000 (671).

Automobile Magazine, monthly. Automobile
Press. Average for 1902, 2,750 (686).

Bensinger's Magazine, family monthly. Ben-
singer Bros. Average for 1902, 25,479 (686).

Caterer, monthly. Caterer Pub. Co. (Hotels,
Clubs, and high-class Rests.). Average for year
ended by August, 1902, 5,555 (687).

Cheerful Moments, monthly. Geo. W. Willis
Publishing Co. Average for 1902, 208,222 (687).

Clipper, weekly. Frank Queen Pub. Co., Ltd.
Average for 1902, 26,544 (C) (673).

Electrical Review, weekly. Electrical Review
Pub. Co. Average for 1902, 6,212 (C) (674).

Engineering and Mining Journal, weekly.
Est. 1865. Average 1902, 10,009, (C) (674).

Forward, daily. Forward Association. Aver-
age for 1902, 21,709 (687).

A Roll of Honor—Continued.

Police Chronicle, weekly. Police Chronicle Pub. Co. Average for 1902, 2,650 (679).

Printers' Ink, weekly. A journal for advertisers, \$5.00 per year. Geo. F. Rowell & Co. Est. 1888. Average for 1902, 18,987 (679).

The Central Station, monthly. H. C. Cushing, Jr. Av. for year ending May, 1902, 5,485 (687).

The Iron Age, weekly, established 1855 (66) (676). For more than a generation the leading publication in the hardware, iron, machinery and metal trades.

Printers' Ink awarded a sterling silver Sugar Bowl to the Iron Age, inscribed as follows:

"Awarded November 30, 1901, 'by Printers' Ink, the Little 'Schoolmaster' in the Art of 'Advertising, to The Iron Age, that paper, after a canvassing of merits extending over 'a period of ten months, has-

"ing been pronounced the one trade paper in the 'United States of America that, taken all in all, 'renders its constituency the best service and best 'serves its purpose as a medium for communication with a specified class."

The New York Times, daily. Adolph S. Ochs, publisher, 1902 A (66) (669).

Rochester, Case and Comment, mo. Law. Av. for 1902, 30,000 (715); 4 years' average, 30,136.

Schenectady, Gazette, daily. A. N. Liocky. Average for 1902, 9,097 (718). Average for six months ending June, 1903, 10,741.

Utica, National Electrical Contractor, mo. Average for 1902, 2,992 (723).

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1902, 15,618 (723).

Warsaw, Western New Yorker, weekly. Levi A. Cass, publisher. Average for 1902, 5,458 (734).

Whitehall, Chronicle, weekly. Ingles & Tefft. Average for 1902, 4,182 (736).

NORTH DAKOTA.

Grand Forks, Normanden, weekly. Normanden Pub. Co. Average for 1902, 4,869 (744).

OHIO.

Ashtabula, American Sanomat, w'y. Aug. Edwards. Average for 1902, 8,553 (752).

Cincinnati, Enquirer. Established 1842. Daily 66, Sunday 66 (761). Beckwith, New York.

Cincinnati, Phonographic Magazine, mo. Phonog. Institute Co. Av. for 1902, 10,107 (764).

Cincinnati, Trade Review, m'y. Highlands & Highlands. Av. for 1902, 2,584 (765).

Dayton, News, daily. News Publishing Co. Average for 1902, 16,520 (773).

OKLAHOMA.

Guthrie, Oklahoma State Capital, dy. and wy. Average for 1902, dy. 18,866, wy. 21,322 (813).

OREGON.

Portland, Washington Advocate, mo. Order of Washington, puba. Avg. for 1902, 6,040 (826).

PENNSYLVANIA.

Erie, Times, daily. Average for 1902, 10,645 (843). E. Katz, Special Agent, New York.

Philadelphia, Camera, monthly. Frank V. Chambers. Average for 1902, 6,748 (871).

Philadelphia, The Evening Bulletin, D. ex. S. Average for 1902, sworn, 150,489 (964). Copies daily not paid. Average for first four months of 1903, sworn statement, 140,861 copies per day. "In Philadelphia Nearly Everybody Reads The Bulletin."

Philadelphia, Public Ledger, daily. Adolph S. Ochs, publisher. (66) (965).

Philadelphia, Reformed Church Messenger, w'y. 1906 Archst. Average for 1902, 8,574 (866).

Philadelphia, Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1902, 528,127 (873). Printers' Ink awarded the seventh Sugar Bowl to Farm Journal with this inscription:



"Awarded June 23th, 1902, by 'Printers' Ink, 'The Little 'Schoolmaster' in the Art of 'Advertising, to the Farm 'Journal, after a canvassing of merits extending over a 'period of half a year, that paper, among all 'those published in the United States, has been 'pronounced the one that best serves its purpose 'as an educator and counselor for the agricultu- 'cal population, and as an effective and econom- 'cal medium for communicating with them, 'through its advertising columns."

Pittsburg, Times, daily. Wm. H. Self, pres. Average for 1902, 59,571 (876).

West Chester, Local News, daily. W. H. Hodgson. Average for 1902, 15,086 (890).

York, Dispatch, daily. Dispatch Publishing Co. Average for 1902, 7,201 (893). Average for May, 1903, 2,372.

RHODE ISLAND.

Providence, Daily Journal, 15,975 (66) (896). Sunday 18,231 (66). Evening Bulletin 27,531, average 1902. Providence Journal Co., publishers.

SOUTH CAROLINA.

Columbia, State, daily. State Co., publishers. Average for 1902, 5,777 (901). Daily average for the first five months of 1903, 6,300 copies.

TENNESSEE.

Knoxville, Sentinel, daily. Average 1902, 7,791 (925). Average for June, 1903, 8,679.

Memphis, Commercial Appeal, daily. Sunday and weekly. Average, 1902, daily 27,506, Sunday 84,910, weekly 74,818 (927).

Nashville, Banner, daily. Av. for year ending Feb. 1903, 16,078 (929). Av. for April, 1903, 18,472. Only Nashville d'y eligible to Roll of Honor.

Nashville, Christian Advocate, w'y. Bigham & Smith. Average for 1902, 14,241 (929).

Texas.

Dallas, Retail Grocer and Butcher, mo. Julian Capers, publisher. Average for 1902, 1,000 (944).

Denton, Denton Co. Record and Chronicle, w'y. W. C. Edwards. Av. for 1902, 2,744 (945).

El Paso, Herald, daily. Average for 1902, 3,245 (946). E. Katz, Special Agent, New York.

Paris, Advocate, daily. W. N. Furey, pub. 1903 no issue less than 1,150 (950); May, 1903, 1,257.

VERMONT.

Bennington, Banner and Reformer, weekly. Frank E. Howe. Average for 1902, 1,966 (974).

VIRGINIA.

Norfolk, Dispatch, daily. J. M. Thompson, publisher. Average for 1902, 1,919 (983).

WASHINGTON.

Spokane, Saturday Spectator, weekly. Frank Leake. Average for 1902, 5,886 (990).

Tacoma, Daily News, daily. Daily News Pub. Co. Av. 1902, 13,659 (1,000). Saturday issue 18,003.

WEST VIRGINIA.

Remney, Hampshire Review, weekly. Jno. J. Cornwell. Average for 1902, 1,919 (1010).

Wheeling, News, d'y and 8'y. News Pub. Co. Average for 1902, d'y 8,026, 8'y 8,805 (1011).

WISCONSIN.

Madison, America, weekly. Amerika Publishing Co. Average for 1902, 9,496 (1003).

Milwaukee, Evening Wisconsin, daily. Evg. Wisconsin Co. Av. for 1902, 20,745 (66) (1009).

A Roll of Honor—Continued.

Milwaukee, Journal, daily. Journal Co., pub.
Av. ending Feb., 1903, \$9,425 (1029). May, 33,244.

Oshkosh, Northwestern, daily. Av. for 1902,
5,902 (1030). First 4 mos. 1903, 6,370.

Racine, Journal, daily. Journal Printing Co.
Average for 1902, \$,496 (1038).

Wisconsin Agriculturist, w'y. Av. for 1902,
27,515 (1039). For yr. edg. June 30, 1903, 32,680.

Wausau, Post, weekly. Post Publishing Co.
Average for 1902, \$,588 (1044).

BRITISH COLUMBIA.

Vancouver, Province, daily. W. C. Nichol,
publisher. Average for 1902, \$,987 (1061).

Victoria, Colonist, daily. Colonist P. & P. Co.
Average for 1902, \$,574 (1061).

MANITOBA, CAN.

Winnipeg, Free Press, d'y and w'y. Average
for 1902, daily 15,841, weekly 10,674 (1064).

NOVA SCOTIA, CAN.


Halifax, Herald, Evening Mail, Homestead.
Combined average for 1902, 12,881 (1060).

ONTARIO, CAN.

**Toronto, Canadian Implement and Vehicle
Trade, monthly.** Average for 1902, \$,250 (1067).

QUEBEC, CAN.

Montreal, Star, d'y and w'y. Graham & Co.
Average for 1902, d'y 55,079, w'y 121,418 (1065).
Six mo's end. May 31 '03, d'y av. 23,147, w'y 122,167.

 Among the staffs of those papers which are already members of the ROLL OF HONOR there are probably bright young men or women who can write an excellent article for the prize competition announced on pages 20 and 21 of this issue. There is no limit to the number of articles one may publish and submit, and should one person construct all three articles that surpass the others in merit, there is no condition of the contest that would forbid the giving of all three prizes to one writer.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for *PRINTERS' INK* for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving *PRINTERS' INK* it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, JULY 15, 1903.

MISTAKES are the mileposts along the highway to success.

BEYOND doubt the advertiser who tells the truth oftenest is believed oftenest.

To prevent possible misunderstanding of your ads, say just what you mean.

DIGNITY is all right in ads, but don't be so precise that you chill the public.

CONFIDENCE and enthusiasm are necessary to the advertiser who seeks success.

BUSINESS wisdom begins and ends in knowing when and where and what to advertise.

DON'T tug and strain at your thought cables. Write the plain facts without burying them under verbiage.

ADVERTISERS "point with pride" to the publication whose circulation statement is beyond doubt or question.

GENERALITIES are as much out of place in an advertisement as in a butcher's shop; meat is what is expected.

BESIDES appealing to the understanding of the reader the advertiser must possess the ability to appeal to the purse.

TYPE is cold, but personality is warm. The infusion of life into an advertisement quickens its potency in a marvelous degree.

THINK success and you will find it easier to achieve success.

THE more you advertise your business the more business you will have to advertise.

THERE is a grand opportunity in the field of advertising for every man of superior ability.

BUSINESS managers of newspapers still have a chance to restore confidence by giving truthful circulation statements.

THE chief end of an ad is to sell goods. Remember that nobody wants to buy from a smart Aleck. Talk close to business.

MR. FREDERICK M. KRUGLER, of 150 Nassau Street, acts as Eastern advertising representative for the Indianapolis, Ind., *Locomotive Firemen's Magazine*.

MR. RAYMOND D. LITTLE has succeeded Mr. R. S. Wood as advertising manager of *Pearson's Magazine*, and will have associated with him Mr. William C. W. Durant as his assistant. The Western office, with headquarters in the Marquette Building, Chicago, remains in charge of Mr. John King and his assistant, Mr. Robert Graham.

SOME one who noted the list of three dozen daily newspapers printed on the last page of *PRINTERS' INK* for July 8th expresses a doubt of the good faith of the statement that fifty thousand dollars would be required to place a three-inch advertisement in so small a list of papers for a single year. There is no mistake. The net cost to an advertising agent would exceed the sum named.

I OWE much to *PRINTERS' INK*. Just a year ago I was traveling for a New York diamond house, had a good position, but wanted to quit the road and get back into the newspaper business. At Paola, Kan., I picked up several copies of *PRINTERS' INK* that were lying on a reading table in the hotel and read them from cover to cover. One advertisement interested me, I replied, secured this position, and am doing well with the paper.—*Frank M. Trew, Manager Beatrice, Neb., Express, July 6, 1903.*

THE question of position in a newspaper is not nearly so important as that of good text and attractive display. Catching the eye does not depend nearly so much upon the locality as the pleasingness of the advertisement.

MR. F. L. GOODMAN, 3 Nelson Terrace Brooks Bar, Manchester, Eng., writes the Little Schoolmaster that he is eighteen years old and a student of publicity. He would like to exchange magazines and newspapers of his country with some bright lad in the United States for the purpose of mutual improvement.

It is observable that those papers urge "quality" most, which are least disposed to make known their "quantity." Quality is an exalted virtue in advertising, but numbers is likewise of prime importance. The great Napoleon once let drop a remark somewhat to the effect that God is on the side which shows the biggest number.

ABRAHAM LINCOLN always had supreme confidence in the common people. He credited them with common sense and believed that they always landed right. It is common sense, and not extraordinary, or erratic, or Napoleonic, or wizard sense that wins in business. It is steady, persistent, energetic application of common-sense methods which raises one steadily in the world of trade.

TO BUY REAL ESTATE.

From the New York Herald of July 6, 1903.

A Christian Young Man (Protestant),

long years thorough, practical business experience; frugal, assiduous wife and children, all girls but one, school ages, old Anglo-American family ancestry, cultured, domestic, affectionate, tender impulses, needs at once \$10,000 cash to purchase model home, city 18,000 \$4,000; \$6,000 to invest in business; desires acquaintance lady who would furnish him the amount funds and become at once member of his family for life; share each other's welfare and interest; purest, sweetest affection, love and sympathy, just as dear relative; ideal home, fine climate; in picturesque, gentle hills; best religious and social surroundings. Address L., 702 West Lee st., Greensboro, N. C.

SUCCESS is the reward for workers.

THE daily average circulation of the Birmingham, Ala., *Ledger* for June, 1903, was 16,896 copies printed and circulated. The daily average for 1902 was 13,890 copies. The *Ledger* calls attention to this fact through the "Roll of Honor."

MR. W. C. JOHNSON, secretary of the Memphis, Tenn., *Morning News*, writes that his paper was established May 4, 1902, and on May 31st of this year celebrated its first anniversary by issuing a sixty-four page edition. He also asserts that the *News* enjoys a bona fide sworn circulation exceeding 18,000 copies daily and considers this phenomenal in view of the paper's infancy.

THE latest method for municipal advertising adopted by the California Promotion Committee, an organization very active in exploiting San Francisco and the State generally, is that of furnishing envelopes at cost to business houses carrying on extensive correspondence with the East. On the front of these envelopes will be printed the firm's business card, while the back will bear statistical information about the wealth of San Francisco and the variety and value of California's many products. These envelopes will be furnished in lots of 1,000 to 100,000 at a cost of \$2 for small quantities and less for larger.

PROOF of circulation does not consist merely of the unsupported statement of the publisher, his special agent, or his advertising solicitor. The question as to the quality of circulation is not so easily answered, but it is within the limitations of every publisher to prove his circulation to the satisfaction of advertisers. There is growing demand that this shall be done, and many papers are meeting the demand fairly and squarely. Those which do so find it as profitable, as it is honorable. Advertising rates are based usually upon the per thousand of circulation, and advertisers have a right to know whether they are getting that for which they pay.

Too much faith in advertising has caused many a merchant's downfall.

WITH the issue of June 28, 1903, the Bay City, Mich., *Sunday Times* was discontinued.

THE large poster recently published by the Milwaukee *Sentinel*, demonstrating the sightliness of bill and bulletin boards over tumbledown shanties and garbage heaps, has won a profitable sort of appreciation from bill posters in many parts of the country. Manager P. B. Haber, of the American Posting Service, Chicago, was first to second the *Sentinel's* good word for outdoor advertising, giving free display to 100 stands during two months, the *Sentinel* furnishing paper free. The plan was then taken up by the Associated Bill Posters and Distributors of the United States and Canada, with the result that the *Sentinel* has been overwhelmed with requests for the posters for free display. The Riverside Printing Company, Milwaukee, is now working on orders sufficient to cover 1,000 stands, and the poster has been instrumental in showing the public that well-constructed stands, covered with bright paper, usually hide things that are eyesores.

THE *Post*, of Waupaca, Wis., makes capital of the fact that it is the only weekly paper represented in the PRINTERS' INK "Roll of Honor" in that State. Other Wisconsin country weeklies eligible are the *Athens Record*, *Sauk County Democrat* (Baraboo), *Dodge County Farmer* (Beaverdam), *Brodhead Independent*, *Cochrane Landsman* (German), *Delavan Republican*, *Dodgeville Chronicle*, *Fennimore Times*, *Jefferson County Union* (Fort Atkinson), *Grand Rapids Tribune*, *Journal of Burnett County* (Grantsburg), *Kiel National Zeitung* (German), *Marshfield Times*, *Marshfield News*, *Merrill Advocate*, *Mondovi Herald*, *Neillsville Deutch-Amerikaner* (German), *New London Press*, *Oconomowoc Enterprise*, *Oconto Enterprise*, *Osseo Recorder*, *Port Washington Zeitung* (German), *Reedsburg Free Press*, *Richland Rustic*, *Shawano Volksbote und Wochenblatt* (German), *Spring Valley Sun*, *Waupaca Record*, *Westbend News*.

MR. E. P. MATHERS, publisher of the London weekly, *South Africa*, who is now in this country, favors the Little Schoolmaster with a series of interesting handbooks issued in connection with his publication. These comprise a fine cloth-backed map of South Africa, an atlas of the goldfields, several booklets containing statistical information about South African mining companies, two volumes dealing with leading events in that active section during the past century and a handbook of useful information for emigrants which also contains much matter regarding the trade customs and characteristics of the country. American advertisers or manufacturers studying this part of the world with the intention of founding an export trade will find a great mass of valuable information in these handbooks. The New York office of *South Africa* is at 305 Broadway.

ONE thing that the editor of PRINTERS' INK constantly has occasion to observe is the fact that many adwriters and advertisers have an idea that the mere writing of copy is the whole thing. As a matter of truth it is perhaps not the least, but by no means the most important. First study your proposition in all its phases, the art of marketing, its advantages and disadvantages and the preparing of copy will generally come easy. It is surprising to observe the total disregard by makers of goods of the principal factors which ought to be complied with first and before any copy is placed. The writer of the successful copy must live himself into the spirit and principle which underly a business. He should entuse over its possibilities. A faith that can't be shaken should possess him, both in the goods he is to advertise and faith in the ultimate success of broad, honest publicity. The faith which comes from one's own conviction and one's earnestness produces the copy which convinces the readers.

ADVERTISING is the skirmish line of progress.

THE Little Schoolmaster receives from Mr. Perry Lukens, Jr., the New York representative of the Hartford, Conn., *Times*, a handsome book entitled "The Hartford *Times* at Home." Printed in an excellent manner on heavy paper the volume contains a description and a number of finely executed halftone pictures of the buildings and offices of the *Times*, while in the closing pages of the booklet are found the testimonials and expressions from perhaps fifty of the largest advertisers in Hartford. From these it would appear that the worth of the *Times* as an advertising medium cannot be placed too highly.

At the recent convention of circulation managers in Boston much interest was shown in a newspaper vending machine which is said to be the most practical and least costly device of its kind that has yet been perfected. Made by the Vending Machine Co., Duluth, Minn., it is a neat box capable of holding a large number of papers, and adjustable to any size or fold. It will sell penny, two-cent, three-cent or nickel papers, delivering a single copy when the requisite amount has been deposited in its slot, and it can be loaded in sixty seconds. The machine is rented at about four cents a day. None are sold. Besides bringing the retail price of the paper to the publisher, the device can be placed in residential districts, hotels and apartment houses, office buildings, street cars, public buildings and every place where large numbers of papers are taken. Being open and ready for business all the time, it is superior to the occasional newsboy or even the regular carrier. As an adjunct to selling newspapers in country places it can be put in railway stations and will sell to people who would not visit a news-stand. When one considers how much chewing-gum is sold by means of slot machines, the future of the automatic newspaper device seems bright. It may be a considerable factor in increasing circulations.

ON July 1, 1903, the Red Bank, N. J., *Register*, John H. Cook, editor and publisher, celebrated its silver anniversary.

At the small expenditure involved, to recall to advertisers every week in the year the fact that a paper makes a detailed circulation statement to the American Newspaper Directory, should appeal to every publisher who is in favor of letting his circulation be known. And to remind advertisers every week in the year that a publication is accorded the goldmarks (©©)—denoting superior excellence—is important enough to warrant a publisher to take advantage of the "Roll of Honor" service—if entitled thereto.

EVERY advertising man who has entered the staid business office of the Boston *Evening Transcript* has wondered, doubtless, what form of literature such a conservative paper would send out in bidding for his patronage, provided it saw fit to compete with the lively booklets and folders of mediums as active as the *Chicago Daily News* or the New York *Times*. And now, behold! the *Transcript* issues a booklet. The cover bears an allegorical figure representing the press, with a quotation from Hawthorne's "American Note Books": "Towards evening comes the *Transcript*." Then follows an allusion to the fact that Henry James has frequently referred to this Boston institution in his novels, and after this display of credentials in the world of literature there are given six pages of matter pertaining to the *Transcript's* many departments, to its news and editorial policy, its famous "Vox Populi" corner and the different features that make up its special issues on Monday, Wednesday and Saturday. The last page is given up to a quotation from the "Golden Dozen" issued by the Buffalo *Express*, giving the names of thirteen papers of more than 20,000 circulation represented a year ago in the gold mark list of the American Newspaper Directory. The whole booklet is convincing, and the sort of literature that ought to bring results.

ONE of the things which cause advertising to be lightly thought of by business men, who should regard it seriously, is the flippancy with which the subject is treated by many writers who pose as enterprising and enthusiastic promoters of the "cause." The aboriginal idea was that advertising was a sort of unholy, mirth-provoking, tawdry thing; undignified and illegitimate; the mark of the mountebank. Thanks to progress, the world in general has come to regard the art of publicity in a vastly different light. It has attained the dignity of a profession and will maintain it, despite the efforts of the smart scribblers, themselves claiming a place in its rank, who would traduce it to gain credit for cheap wit. You would think it not only strange but idiotic should a wholesale clothier, a physician, a captain of industry in any line seek to secure a smile from the public by guffawing and covertly sneering at his chosen craft or profession. It would not only be a breach of ethics but of good sense and good taste. Even a clown whose business it is to ridicule the outside world, you will find, takes his own line of work quite seriously, and champions it earnestly. This does not mean that we are to wear deep mourning to business or talk in hushed voices concerning the solemn responsibility of the profession; but it does mean that advertisers and advertising men have a righteous reason to resent the ridiculous rubbish that is published in reference to advertising from supposedly "authoritative" viewpoints. The fault of looking on advertising as trivial and unsubstantial comes partly from its newness as a recognized profession. The willingness of some people to still regard the freaks and funny things that a few firms perpetrate, as real advertising is another reason. Sound, serious sense in print is judicious advertising. The supposedly humorous catch-pictures designed to engage the reader's attention are things of other days. The petty jest intended to "ease" the reader into the trade talk that follows is practically extinct. Advertising is "real and earnest" just as life itself is. And the quibs and

quirks of humor—the persiflage that reflects upon its dignity and stability—are not only unwise but unjust.—*Judicious Advertising*, June, 1903.

STORE advertising should be regulated so as to strengthen the weak departments and infuse increased vigor into the strong ones.

THE *News*, published every evening, at Providence, Rhode Island, had an average issue of 9,243 copies for the year ending July 1, 1903.

Organization, a journal for druggists, published at Erie, Pa., by the Carter's Smart Weed Co., has been the latest new comer in the Little Schoolmaster's nursery.

BUSINESS men consider business seriously. Humor is as much out of place there as a bull is in a china shop. They expect men to say what they mean and mean what they say. Jokes do not enter into the life of trade. They should be reserved for the club and for the companionship of the evening.

THE growth in the consuming power of the United States in this period of business activity is illustrated by the figures of the Treasury Bureau of Statistics showing the importations and exportations by great groups during the eleven months ending with May, 1903. These figures show that while the exportation of manufactures has increased only two million dollars as compared with the corresponding months of last year, the importation of manufacturers' materials has increased sixty-six million dollars as compared with the same months of 1902, and one hundred and thirty-one millions as compared with the corresponding months of 1901. As it can scarcely be presumed that the manufacturers of the country are importing in excess of their present or immediately prospective requirements, it would seem that the increase in manufactures which this growing importation of materials indicates is being consumed at home, since exportations of manufactures for the year show no material increase.

REVERSING several former decisions of the Patent Office, Commissioner Allen now rules that hereafter the use of a trademark shall apply only to such goods as are specified in the application for a certificate. In the case of a grocery firm which registered a trademark and used it for a line of crackers, canned goods, butter, eggs, teas, coffees, spices and liquors, the Commissioner held that separate certificates must be taken out for each class of commodities, and that a trademark cannot be applied indiscriminately to any commodity that its holder may manufacture or place upon the market. This is held by the *Scientific American* to be a very important trademark decision. Another interesting decision lately given applies to the use of a person's name as a trademark. T. M. Bissell invented a process of making chilled plows, as well as several improvements to these implements, and was manager of an Indiana company which manufactured plows bearing his name. In the course of twenty years these became very well known in the market. In 1891 he withdrew and organized a new company which made plows bearing his name, though the original company held his patents and the right to his process. In a year he died, and the new company was reorganized and removed to Michigan, where plows bearing the name were made. No one of the name of Bissell had any connection with the Michigan concern. The old corporation sued the new corporation on the score of unfair competition, and sought to restrain the use of the name. The Circuit Court for the Western District of Michigan held that the second corporation had no right to use the name of Bissell as it did, either in its corporate name or as a mark of its product as against the complainant, which had acquired the prior right; that the action of the defendant in the use made of the name in both respects constituted unfair competition. It was likewise held that the fact that two corporations are located in different communities does not affect the right of one to an injunction restraining the other from unfair

competition by adopting a similar corporate name, where they are engaged in the same business and their products are both sold in the same open markets.

To risk an advertisement in a newspaper which withholds its circulation is like running one's hand in a grab-bag at a church fair.

PUBLISHERS, editors, reporters and adwriters will be interested in the prize competition announced on pages 20 and 21 of this issue. The subject is so interesting that it is hoped a goodly number will send in their articles in competition for the cash awards. Yet the latter are not the main thing after all. The publicity which a bright young man obtains through the Little Schoolmaster is of a sort which money could hardly buy. To be brought into conspicuous prominence for meritorious work in the pages of PRINTERS' INK is an indorsement which in the past has gone long ways in promoting young adwriters to good positions in the not overcrowded field for capable advertising men. And here is another opportunity, and perhaps the best of all. Articles to be accounted for in the very first week must be received at this office not later than July 22, 1903.

If it is still true that the intelligence of a community increases with the number and cheapness of its newspapers, Kansas City will soon displace Boston as the Hub of the Universe. As a result of the rivalry between the *Evening World* and the *Star* a person living anywhere within the borders of that city can have two papers every evening, one paper every morning and two papers on Sunday, all for fifteen cents. This service would cost at least twenty-eight cents in any other city in the country, and if the papers were sold at more than a penny would reach thirty-five or forty cents. In the extreme West where pennies are not used the cost would be fifty cents and a dollar. Kansas City has realized its opportunities and is reading more papers, but the chief interest in the rivalry is that taken by newspaper publishers. The *Kansas City Star* and *Times* are published by men of long experience, while the *World* is the property of three young men who have acquired four lively, profitable dailies in the Missouri Valley in three years. The war is being conducted on hard business lines. Until it began the penny paper of twelve to sixteen pages was looked upon as a marvel, but the new custom of selling twenty papers for fifteen cents may become permanent. The modern newspaper is paid for by advertisers. Cost of production has been decreased in the face of ruthless competition. Typesetting machines, bigger and faster presses, news-gathering and literary syndicates that furnish the same matter to many papers, have made it possible to give better newspapers at lower prices, while this in turn has increased circulation, bringing a greater revenue from advertising. Rural postal routes have opened new fields for the daily paper among farmers. The modern publisher has little regard for the selling price of his paper. He wants the maximum of circulation, and reaps his profit from advertisers. It was thought that the limit of cheapness had been achieved in the penny paper, but the new conditions in Kansas City would seem to indicate that a daily paper can be produced at

even lower cost and be made to pay. If these prices are made permanent there and it is found more profitable to carry the increased circulation than to raise rates, there is a little doubt but that publishers in other cities will reduce prices for the sake of increased circulation.

THE National Association of Window Trimmers of America will convene in Nashville, Tenn., August 3, 4, 5 and 6, 1903. This organization is formed for the advancement of the art of window trimming, and for the exchange of ideas among trimmers.

IN one of its best phases advertising is the force that persuades the reader to pay the difference between an inferior article at a slender margin of profit and one of good quality at a price that enables the advertiser to live. Advertising along quality lines is gradually abolishing the bargain counter and the cut price. The day of deliverance may be far off, but it is in sight. The cut price was once the only voice that a store had. Bargains and split pennies were a sort of advertising, their purpose being to create talk and draw crowds. With the perfection of modern advertising methods and mediums the merchant is in a position to tell more about his goods, and does not resort so steadily to the cut price as a means of drawing customers. Quality has been preached pretty persistently during the past five years, and the propaganda is bearing fruit. While price-cutting and the bargain fiend are by no means dead, there is a new, sane, growing tendency in the average man and woman to pay a fair price for an article of good quality rather than save a few pennies on a substitute put together for selling purposes. From now on there is no question that quality will be a larger and larger factor in advertising and business generally, for the masses are gradually being educated to the truth that "a thing is worth all that you pay for it if you can afford it—and you can usually afford the best." This change in business conditions is wholly due to advertising.

WHEN the Riverside Literature Series, published by Houghton, Mifflin & Co., Boston, was debarred from second-class mail privileges by Postmaster-General Payne about a year ago, Mr. Henry O. Houghton, of that firm, took steps to secure an injunction against the Postmaster-General on the ground that his action was illegal and beyond his powers as an official of the government. A temporary injunction was granted, and now the Supreme Court of the District of Columbia has made this injunction perpetual. The Riverside Literature Series is issued semi-monthly, and is used largely in schools and colleges as a handy form of classical poetry and prose embraced in courses of study. Postmaster-General Payne debarred it on the ground that, while outwardly conforming to the requirements of second class matter, it was really a series of books, chiefly reprints of classics, and therefore not entitled to transmission as a periodical. At about the same time several "libraries" were excluded, notably the numerous series of ten-cent novels published by Street & Smith, New York. The decision of Justice Hagner, of the Supreme Court, is along the lines of that handed down some months ago in the case of the Railway Guide, which was readmitted by a similar process after Mr. Payne had thrown it out of the mails. The present decision is of wider import, however, as the class of publications to which it applied is more numerous. Legal authorities hold that the decision amounts to re-instatement of the Street & Smith publications, and of all "libraries." Justice Hagner holds that it is beyond the power of the Postmaster-General to issue orders in his own person that will alter or add to the requirements for admission of matter to second-class privileges. The act of Congress of March 3, 1879, is the expression of the highest authority upon what shall be admitted and excluded, and the Postmaster-General has no authority to make rulings that transcend this act. The postal regulation of July 1, 1901, issued by Mr. Payne to debar publications

books," and requiring that second-class publications shall "consist of current news or miscellaneous literary matter or both," was quite beyond the power of the Postmaster-General, and therefore void. The cancellation of a second-class certificate previously issued by the Postoffice Department is also enjoined on the ground that the order for such cancellation was based upon an inaccurate construction of the act of 1879. In summing up the case Justice Hagner says:

The requirements in the law to entitle mail matter to the privileges of second-class rates are nine in number. (1) There should be a periodical issue (2) at stated intervals, (3) as frequently as four times a year; (4) they must bear the date of the issue; (5) be numbered consecutively; (6) be issued from a known office of publication; (7) formed of printed paper sheets; (8) without board, cloth, leather or other substantial binding, such as distinguish printed books for preservation, and (9) must have a legitimate list of subscribers. It is, of course, beyond the power of the Postmaster-General by direct order to add another to the list of external or internal requirements. No branch of this Government, except the legislature, possesses such powers; and yet that is precisely what the Postmaster-General would effectually accomplish by the new regulation of 1901. The order of 1901, excludes all publications "having the characteristics of books," without regard to whether they are "bound for preservation" or only for temporary use, in the flimsiest and most perishable manner, or not bound at all. There are other "characteristics of books" besides their bindings; and the monthly magazines, such as the *Century* and *Scribner's*, admittedly second-class matter, possess many "characteristics" of ordinary books, besides those of opera books, note books, bank books, etc., etc., which are never or very seldom bound. Thus the order makes this requirement more rigid and narrow than the statute had done. The original provision as passed by Congress, contained no requirement that the periodical publications to be entitled to second-class rates shall only include such as "consist of current news or miscellaneous literary matter, or both." But the Postmaster-General's order superadds this qualification to those which Congress determined sufficient nearly a quarter century ago. The Postmaster-General's order must have been designed to add new conditions to the existing enumeration, and should not have been introduced to perplex and give needless trouble. Religious magazines, or publications specially for architects, physicians, lawyers, electricians, mathematicians, chess players, dressmakers, etc., etc., must add "current news or miscellaneous literary matter" to their contents under peril of exclusion from the second-class rates. I have examined this case with care, and see no reason why

the preliminary injunction already granted should not be made perpetual, and I shall so order.

COLUMBUS, Ohio, has four dailies which are entitled to the "Roll of Honor." They are the *Citizen*, *Ohio State Journal*, *Press* and *Reporter*. Although Columbus has only an eighth of a million of inhabitants, there are said to be 1,300,000 people within a radius of fifty miles. Papers which cover such a territory belong in the "Roll of Honor" for the benefit of the advertiser. The addition will be made as soon as the pink slips are signed and returned.

THE readers of the *Keystone*, the Philadelphia jeweler's trade journal, have been discussing the advertising price-cutter—the man who cleans a watch for fifty cents, including a new mainspring, and tells the public about it to boot. Many of the *Keystone's* correspondents think that such competition can be met by sticking to prices and telling customers that good work is worth all it costs. Whereupon the editor moralizes:

We notice with some regret the silence of our correspondents on the matter of advertising. "It is easy to convince a customer owning a 17-jewel adjusted movement that it will cost more to repair than a 7-jewel grade," says one of our readers. Quite easy, we grant. But you can't cook your hare till you catch him. And you can't convince your customer unless you get the opportunity. You will have to reach him in some fashion, and if you wait until he comes to your counter the opportunity to convince him may be a long time coming. This is where the printer's ink hurricane across the way has the advantage. He makes an earnest effort to reach everybody. His advertising attracts customers—your customers it may be. They have their watches repaired for less than you would charge, and an explanation on your part is in order. But you do not know of the incident, and so would, no doubt, be silent in regard to it even if the opportunity for a personal interview with the customer presented itself. Whatever other weapons a plausible price-cutter may be fought with, his own and only weapon, publicity, must be one of them. The trouble in many cases of this kind is that the printer's ink man gets too far ahead before the opposition wakes up to the situation. We do not mean that the protective publicity should take the form of personal attack, which is never justifiable and always hurtful, but it should tell the people just what our correspondents say they would tell them across the counter. In no form of competition is the necessity for advertising so apparent as in this.

EARNESTNESS IN ADVERTISING.

Even skillful logic will not move like earnestness. Belief is contagious and earnestness is belief made manifest. Therefore, if you would have your ads believed, let them carry unmistakable signs of earnestness.

* * *

Is humor compatible with earnestness? No. Humor, grim or playful, has flowed from the pen of the most dead-in-earnest of writers. But humor that can be enjoyed by all—or nearly all—is among the rarest gifts of the gods. In your advertising hold humor as a difficult and dangerous pathway to conviction.

* * *

Wit, flights of fancy or imagination? Welcome as flowers in spring—when they are pertinent. But the attempts at these meet so often the fate of Icarus who with wings of wax ventured too near the sun. And the wings melted. The wit may appear only flippancy—the poetics, fustian and down goes the whole structure of your ad.

* * *

Plainness of speech has this supreme advantage that it is the badge of earnestness. At any rate, where the emotions are not concerned. Rhetoric is for momentous occasions, when the pulses are stirred, when the heart beats high.

* * *

But advertising is business and in business emotions are to be controlled, not excited. The tricks of the rhetorician appear natural under the lime-light. Without the proper environment, the right occasion, the responsive mood, they are "flat, stale and unprofitable."

* * *

Yet, advertising is a mode of persuasion. Cannot the devices of the courtroom, assemblies, parliaments, be applied? Hardly. Yet there is one quality which is indispensable to successful suasion under all circumstances. Demosthenes' three principles are as valuable to the advertiser as to the orator. They were: first, action; second, action; third, action. Which being interpreted is: first, earnestness; second, earnestness; third, earnestness.

WITH ENGLISH ADVERTISERS.

By T. Russell.

A boy once told his school teacher "I don't think much of proverbs. It's easy to write proverbs." "Write some," said the school ma'am.

* * *

If I ever come across the advertising man who thinks it's easy to write headlines, I propose to remember that story. It is a long time since we have had in the papers of this country as good a headline as the one that Hall & Ruckel are using with their recent Sozodont advertising:

"Good for Bad Teeth. Not bad for Good Teeth."

And hereby is suggested the fact that the mere concoction of a jingling phrase isn't the whole battle in headline writing. No matter how smart the words may be, the line is useless unless it shall convey some terse and definite claim. The Sozodont lines above quoted say almost all that needs to be said. I often think, as I look over the advertisements, that the remaining letter-press rather weakens the attack than helps it. Given a good cut—and the Sozodont illustrations are all pretty good—it is hard to improve on "Good for Bad Teeth, Not Bad for Good Teeth" unless the manufacturers were to sit down and write a short treatise on odontology, and if they did so, it is doubtful whether the treatise would be read. The Sozodont people are up against some pretty severe competition from Odol, a dentifrice new to this country, advertised by very cleverly planned portrait and testimonial copy. It would not be surprising if this one phrase proved the right weapon to fight it with. They have a handsome van, and a noble output of free samples, very liberally put out, and all will do good to Hall & Ruckel, probably without seriously hampering Odol. There is lots of room in the toilet-requisite market, and it is my view that a dentifrice of established sale will easily keep its position, provided it is generously and wisely advertised, in the absence of any actually revolutionary novelty.

Sometimes new competition will take a shape, however, that makes the battle for the old-established concern a life and death matter. There is just now on the market here a fight of just that sort. For some ten years Scrubb's Household Cloudy Ammonia has been a standard advertised article; the headline, "Try it in your bath" will recall the advertising to most readers' memories. Cloudy Ammonia is a substitute for washing soda in the wash tub, and recommended, with no particular justification that my own experience seems to sustain, as an addition to the bath. But some people may like it; my dislike to it may be an idiosyncrasy, and in any event the question is immaterial. During the last two weeks the papers have contained a new advertisement, of which the letter press portion is as follows:

For your bath; for your clothes; for your curtains; for your carpets; for a great many more things at your address. Clarke's Clear Fluid Ammonia, 6d. per pint, 10½d. per quart. Half the price and double the strength of ordinary household or cloudy ammonia. Use it in your bath. Use it everywhere there is anything to cleanse or refresh. If any difficulty is experienced in obtaining Clarke's Clear Fluid Ammonia, on receipt of postcard we will forward name and address of nearest dealer. Sample sent on receipt of 3 penny stamps. Clarke's, 360 Old Kent Road, London. S. E.

Obviously we have here a life and death struggle. This is a direct attack on the very existence of Scrubb's Household Cloudy Ammonia. If Clarke's remains on the market, Scrubb's will have to go, unless the proprietors of the latter can get back on the new product with some deadly rejoinder or argument. I do not remember for a long time such a case of a life struggle. Generally there is room for everyone, and often the old gang are rather helped than otherwise by the stimulus of new competition. Very few men (or clergymen) can resist a dog-fight, and the advertising community will watch the struggle with interest.

* * *

This is in the nature of a digression from the original topic of the difficulty of inventing headlines. Literally, at the present moment I recall no other new

headlines worthy of the name running in the London papers. All sorts of descriptive phrases are on hand; but headlines of the right sort—phrases that cut the memory and jingle on the tongue so that they are as involuntarily quoted as the epigrams or clean-cut phrases of the great literary masters—are almost non-existent. It is only once in some years that a sentence like: "You press the button; we do the rest," is invented. This like the Elliman's Embrocation line: "Elliman's eliminates pain," was written by a school teacher. I wonder that no one advertises in the Little Schoolmaster the specialty of coining single sentences for advertisers. There must be a type of mind by which such things are generated. A man who had the faculty of producing only on or two a week might make a very comfortable income by the industry, and PRINTERS' INK would assuredly bring him clients.

It is commonly stated that both the examples above quoted (Kodak and Elliman's) were paid for with a \$25 check. In my opinion \$100 would not be too high a price for either. By way of showing what crying need there is for such an artist, in this country at all events, I have been at the pains to look through one of our London weeklies. I cull a few of the phrases that take the place of headlines or catch-sentences. Just look at them!

"You'll want a Kodak for your holidays." "When you buy a typewriter, why not buy THE typewriter? (Smith Premier)." "See Blackpool and Live." "In all the world unequaled. (Humber bicycles)." "If you want Grain Spirit do not call with (sic) us. (Bushmills Whiskey)." "If you want endurance, use Dunlop Tires." "Nourishment for all ages. (Horlick's malted milk)." "What everybody says is good, is worth trying. (Abbey's Effervescent Salt)." "Do not wait till Xmas to make yourself a present of a Swan Fountain Pen." "Every woman can be a queen. (Diano bust treatment)."

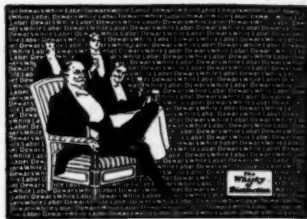
Are they not a poor show? It seems indisputable that each of these large advertisers could well afford to pay \$100 for a really telling phrase, to replace these invertebrate headlines. Whether all of them would have the wise liberality to spend that amount is another

matter; but I am certain there is an opening for the right man.

In the whole paper, with the exception of Hall & Ruckel's ad, and Carter's rather long winded "You must take something sometimes—take Carter's Little Liver Pills," there is only one ear-catching line. It was at the head of an advertisement of barrels for holding garden trees and ran thus:

"Tubs for Shrubs."

The same paper contained this admirable and striking advertisement of Dewar's Whisky.



WHAT MAKES BOOKS SELL.

Interesting light on the subject of selling books is shed by a statement which has just been prepared by D. Appleton & Company as affecting the sales of Chauncey C. Hotchkiss's new novel "For a Maiden Brave," which is now in its fifth edition. When the first edition was placed on the market, postal cards were inclosed requesting purchasers to make replies to a series of questions as to what had induced them to buy the book. Nearly five hundred purchasers responded, with the following result:

	Replies.	Per cent.
Was it because you saw it advertised?	59	12
Was it because you saw it reviewed?	49	10
Was it because a friend recommended it?.....	69	14
Was it because the book-seller recommended it?.....	126	26
Was it because you had read the author's previous works?.....	76	16
Was it because you were attracted by the binding?	2	—
Was it because you were attracted by the title?..	25	5
Was it because you were attracted by the colored illustrations?	12	3
Was it because you were attracted by its general appearance?	36	9
Was it for some reason not here stated?.....	24	5

ADVERTISE and you will thrive.

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.

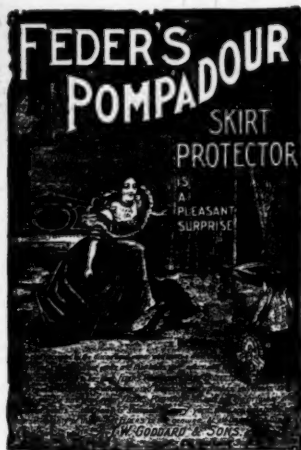
READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE, CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

A rather prominent advertising man some time ago went on record to the effect that his experience convinced him that the advertising space was what counted and that it didn't make any particular difference what you put in the space. He has since lost his job.

Another and still more prevalent class of advertiser works upon the theory that when you buy a quarter page magazine space for \$43.50, you have taken a very momentous step, and it is up to you to fill that

It is supposed to answer the query, "Why Is The Lady Happy?" a question of paramount importance to all mankind. The attempt is a strenuous one, but the result is not as happy as the lady. The practice of lettering or printing upon a tone is always bad, and particularly vicious in a small advertisement.

In its original quarter page magazine size the lettering upon this ad was almost undecipherable. It is pretty safe to say that not one person in a thousand would take



No. 1

space with everything that art and nature can furnish or suggest. Perhaps each class is as wrong as the other, which is saying a great deal.

It matters a whole lot what you put in the space, no matter how large or small the space may be. On the other hand, there are, or should be, other times coming, and there is no particular excuse for making one little inoffensive space an encyclopedia on illustrative art and typography. Take this Feder's Pompadour Skirt Protector ad, designated as No. 1, for example.



No. 2

the time and trouble to try to figure it out. What is the use?

Why not take it easy, get a good, strong display, print what you have to say in plain type on a white surface and stand some show of getting an audience with the public? Illustration No. 2 is simplicity itself, but which ad would stand the most chance in a crowd?

AN advertiser should not advertise solely to make new business, but to hold what he already has as well.

TEACH THE COUNTRY MERCHANT TO ADVERTISE.

A writer in *Newspaperdom* makes the following practical suggestions to increase the advertising from local merchants:

There are splendid opportunities for failure in the newspaper business and perhaps there is no phase of making a small newspaper which contributes more to either failure or its success than the neglect or the cultivation of the local advertiser. This is a subject of interest even to the successful publisher, for one must be constantly at work to keep his columns filled, even after he gets them up to the mark. Because the field of a country newspaper is limited, to make a financial success of his venture, a country publisher must cultivate to the limit every possible source of revenue, and especially the prolific and most profitable field of local advertising. If in looking over the business interests of the town, I found my columns were not carrying a satisfactory amount of advertising, I should consider it worth while to give the situation and the conditions existing careful study from every point of view. I should first get better acquainted with my old advertisers. I should call upon them oftener, urge the merchants to change their ads every week, and if they were late in getting their copy in I'd see that the ads were changed even if the foreman did get huffy. If they persisted in neglecting their ads, I should keep right after them and perhaps prepare copy for them and submit it. It would please them to be relieved of a task, difficult for most merchants. I should provide them with clippings of good ads and articles on advertising from the trade journals and with any material along the line of their business that would furnish them with helpful ideas. I should show such an interest in their business and in their advertising that they would soon think their space was really of some account and that if I was interested in their getting value received for it, they ought to be. The point would be to inspire renewed interest in their advertising and to keep on doing it. Soon the new, bright, talking ads appearing every week in the old spaces would interest my advertisers' competitors who were accustomed to look upon the advertising of their rivals in business as a harmless but expensive diversion. Later on I should drop in on these fellows who didn't advertise. I should talk about their business—not mine—and about everything else but advertising. I should compliment their goods, any special display, or the appearance of their windows. Shouldn't stay over ten minutes—perhaps only five. After a few visits, without appearing very anxious for business, I should make some suggestions and say that I thought it would pay to try a bit of advertising and that if it didn't pay the ad could be stopped at any time desired without previous notice.

I should have no hard and fast contracts with local advertisers for time or space and should not hold them up with

the intimation that it was their duty to "give" me an ad, or to keep it running if they didn't think it paid. There is a great deal in a little judicious show of independence to arouse keen interest and appreciation.

In the meantime I should discard my old rate card and make a price of so many cents, net, per inch, per insertion, for three inches or more for three months or more. With this arrangement a merchant can arrive quickly at an intelligent conception of the cost of a display advertisement.

I should be careful not to load up a confiding advertiser with more space than he could profitably use.

The small advertisers need to be encouraged and assisted in their advertising plans. They like to be represented among the business announcements in the local paper, but often they think they cannot afford it. I should show these people attention and should not put a prohibitive price on small space. In this connection the one-inch card may be developed into profitable business for all concerned. After getting every merchant who could utilize a reasonable-sized space, I should have a double-column box head set up—"Some Reliable Business Concerns of Progressville." Beneath I should have set a half dozen inch cards, including carpenters, upholsterers, blacksmiths, piano tuners, etc. In showing a proof of these cards it would be easy to close with them all, quoting a rate of fifteen cents a week. Don't say anything about what it costs per year. I know this plan works well from experience. I should collect every three months, as \$1.95 is much easier to pay than \$7.80 at the end of a year.

The "want" ads and paid locals which are a very profitable source of revenue are frequently allowed to become a drag on the publisher's efforts to build up his advertising. This is caused through carelessness in continuing dead ads. I should keep a careful check on them. New short-time "want" ads and locals emphasize the value of the advertising columns and encourage merchants to use them. Dead ads let run discredit the paper and the office.

I should never run any ads a week overtime, and if by mistake it was done I should not charge for it. And if careless advertisers forgot to order out an unseasonable ad I should take it out anyway. This saves the paper's reputation and adds to the confidence the advertiser has in you.

A publisher can not assist in educating his local merchants to advertise unless they respect his paper and his business methods. I should have no long accounts on either side. They don't like to pay bills for advertising and it is easy to establish the custom of quarterly settlements. I should not cheapen my space by promising to trade out the advertising account, but I should spend my money with my advertisers.

I should constantly guard the advertising columns and give the merchants and the public to understand that the space was worth the money and that I expected to get it. The business man will then have more respect for the value of newspaper space, will want to use it more and be willing to pay a legitimate and reasonable rate for it.

A CORRECTION.

THE AMERICAN CHAMBER OF COMMERCE
IN BERLIN.

Secretary's Office.

BERLIN, June 23, 1903.

Editor of PRINTERS' INK:

In a recent number of your paper there appeared a "Berlin Letter," which contains several inaccurate statements with reference to this organization and its purposes.

This Chamber, composed jointly of American and German citizens, is not a "defensive organization," in the sense of your correspondent's meaning, nor does it "propose to don armor to secure justice for the American business man in the Fatherland," as he further points out. His statements with reference to the arbitrary injustice administered to Americans in the German law courts are also too ridiculous to merit denial, while the Chamber's "intention to take up the battles of its individual members and form a protective alliance," is pure invention. In a quiet, businesslike manner the Chamber is engaged in an effort to improve German-American trade relations at those points where the activities of such an organization can be legitimately exercised—equally, I may especially point out, in behalf of Americans in Germany and Germans in the United States.

We should be glad if the occasion of our writing PRINTERS' INK be the means of calling attention to our organization among fellow countrymen, who may conceive our purpose and scope to be of some service to them. Our services are freely at their command.

Yours very truly,

Geo. L. Atwood

Secretary.

THREE ADDITIONS.

St. James Building,

NEW YORK, July 3, 1903.

Editor of PRINTERS' INK:

We have just read your opening article in the current PRINTERS' INK on business periodicals.

We note that you have mentioned the *Arrow*, but have omitted three other substantial papers which we edit and publish for our clients.

Ridlon's Representative is published in two editions. One is for street railways and the other for electric light stations. *Ridlon's Representative* and the *Keystone Traveller* are our own printing, while *Trade Talk* is only edited and illustrated by us, which may account for its typographical inferiority to the other publications.

It may interest you to know that of the *Arrow*, N. & G. Taylor Company, Philadelphia, we print twelve thousand copies; of *Ridlon's Representative* ten thousand copies, and of the *Keystone Traveller* three thousand copies. Of *Trade Talk* five thousand copies are printed. Yours very truly,

CALKINS & HOLDEN.

It pays to be cheerful in your advertising. "Even the dog gets bread by wagging his tail."—*Jed Scarborough*.

ANOTHER EIGHTEEN.

220 Broadway,
NEW YORK, July 6, 1903.

Editor of PRINTERS' INK:

Your issue of July 1 contains a very interesting review of the periodicals issued by business houses in various lines primarily for advertising purposes. The feature that will surprise the uninitiated is the great number of these publications being regularly issued. Although your article mentioned no less than seventy-one, a number of others suggest themselves: *Graphite*, Jos. Dixon Crucible Co., *The Pen Prophet*, L. E. Waterman Co., fountain pens, *B. & D. Bulletin*, Bawo & Dotter, wholesale china and glassware, *Frisco System Magazine*, St. Louis and San Francisco R. R., *The Pilot*, Old Dominion S. S. Co., *The Blasius Monthly*, Blasius & Co., pianos, *The Larkin Idea*, Larkin & Co., soaps, *Meigs & Co.'s Magazine*, clothing, *Briarcliff Outlook*, Briarcliff Manor, *Munson Line Bulletin*, also a monthly by the Needham Piano and Organ Co., and regularly issued periodicals from the tourist agencies of Thos. Cook & Sons and Gaze & Co. In addition to the many transportation companies named by you the following also have monthlies: Long Island R. R., North German Lloyd, Hamburg American, Dominion Line and United Fruit Company.

No doubt there are many more, but the above eighteen will supplement your list. Certainly there are enough in successful operation to demonstrate that this is a practical and valuable method of auxiliary advertising when properly done. Very truly,

JOHN IRVING ROMER,

Pub. of business magazines for advertisers.

A NATIONAL ASSOCIATION OF
ADVERTISING MEN.

CHICAGO, July 5, 1903.

Editor of PRINTERS' INK:

Has it ever occurred to you, what a splendid thing a National Association of advertising men would be?

In most of our larger cities are clubs and local organizations, but their scope is necessarily limited. In almost every trade, profession and branch of business we have National Associations, yearly conventions, identifying insignia, etc., etc. Now why not something of the kind for the advertising profession?

We, as a fraternity, should get together on this matter. We need the encouragement, the ideas and the uplift that would follow such a movement.

It would result in a dissemination of correct advertising ideas and be of great benefit to the advertiser.

Why not encourage this idea and foster it through your columns?

I would suggest you get the opinions of leading advertising men on the subject.

Yours for the good of the cause,

S. Dewitt Clough

Editor *Tengwall Talk*, Chicago.

350 YEARS AGO.

Office of
"NATIONAL HARNESS REVIEW,"
315 Dearborn Street.
CHICAGO, July 2, 1903.

Editor of PRINTERS' INK:

In studying over an ancient copy of the paper entitled the *Public Advertiser*, published in London, England, and dated Tuesday, June 16, 1657, being nearly 350 years ago, we read the following advertisement.

"In Bishopgate street, in Queen's Alley, at a Frenchman's house, is an excellent West India drink, called chocolate, to be sold where you may have it, ready at any time, and also is unmade at reasonable rates."

This will, no doubt, prove interesting in view of the fact that in the present day chocolate manufacturers are among our largest and most liberal advertisers.

Yours very truly,
NATIONAL HARNESS REVIEW,
Per J. Jackson, Pub.

NOTES.

A SERIES of six mailing cards is being sent to retail druggists to advertise the cocoa and chocolate coatings made by H. O. Wilbur & Sons, Philadelphia. The pictures are rather stiff, but the folders contain plenty of information, and will doubtless be read thoroughly after the first two or three have been received.

"THE Tower Clock" is a neat booklet from the Manual Training School of the University of Chicago containing an article from the *American Jeweler* describing the designing and making of a tower clock by the students of this school. It is illustrated with diagrams and makes an excellent piece of advertising literature for the institution.

MR. HOWARD L. HILLMAN, of John H. Pray & Sons Co., Boston, submits a small periodical circular called "Timely Chats About Carpets" which he inaugurated in December after reading an article in *PRINTERS' INK* on the value of continuity in advertising. These chats are reprinted on a single page of a four page sheet, and handsomely done in three colors. They replace circulars of all sizes and shapes, and are issued only when the matter is pointed, business-like and distinguished for a style of English much above the advertising average.

COMBINATIONS of newspapers and magazines for mutual growth of circulation are becoming common in the publishing world. By arrangement with *Success* that magazine is either given to newspaper subscribers who pay up, or to new subscribers for a certain period. The magazine is not only furnished to newspapers at a low rate, but part of this amount is taken out in advertising. Among papers now using this circulation builder are the *St. Louis Republic*, *Des Moines Capital*, *Leader and Register*, *Salt Lake City Herald*, *Syracuse Telegram*, *Wilkesbarre Times*, *Manchester News* and *Lawrence (Kan.) World*. Yearly subscriptions to *Pearson's* with a popular novel, are offered, newspaper publishers at a cost of five cents per month.

"DENTISTRY TO-DAY" is a handsome descriptive booklet from John I. Wells, D. D. S., Masonic Temple, Chicago, containing brief talks upon artificial teeth and plates of various kinds, and upon diseases of the teeth and gums. It is illustrated with color reproductions of the various kinds of plate and bridge work, and makes an impressive, convincing piece of follow-up literature.

When it comes to publicity for a newspaper, *PRINTERS' INK* is the medium.—*M. Lee Starke*, Mgr. General Adv. for Washington, D. C., *Star*, *Baltimore News*, *Newark News*, *Indianapolis News*, *Montreal Star* and *Minneapolis Journal*. New York City, July 1, 1903.

Classified Advertisements.

Advertisements under this head two lines or more without display, 10 cents a line. Must be handed in one week in advance.

WANTS.

WANTED—A first-class subscription solicitor to travel. Address GROCERY WORLD, Philadelphia.

ENERGETIC man with \$5,000 can secure interest in growing periodical and be ad mgr. Must travel. "i," car. Printers' Ink.

MORE than 215,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

ENERGETIC business man, practical printer, desires position with newspaper as manager or superintendent. "A.B.C.," care Printers' Ink.

PRINTER with small plant, suitable for ad setting, wishes to make arrangement with reliable concern, including services. "PRINTER," 97 Reade St., N. Y.

WE wish to correspond with trade paper publishers desirous of putting subscription on the road and sharing expenses. THE WESTERN STATIONER, Chicago.

ADWRITER, capable of managing, builder of catchy, up-to-date, trade-getting ads, open to proposition from Sept. 1, 1903. Clothing preferred. Satisfactory references. E. C. CODLING, Tecumseh, Michigan.

WANTED—Circulation solicitor of several years' experience on daily paper. Attractive field for work on bright, progressive daily of 5,500 circulation. Good position to right man. JOURNAL, Flint, Mich.

ADVERTISING SOLICITORS wanted for programme work Boston Theatres. Yearly situations for hustlers. Must be experienced and highly recommended. Address, stating references, salary expected and experience. "G," Box 25, Melrose, Mass.

WILL get you advertising and subscriptions from N. Y. and London, England. If you have no special representative at these places, look into this. Regular service for trade or class papers and dailies only. ATLAS PUB. BUREAU, 17 Spruce St., New York.

WANTED—Position managing live daily in a Western city of from twenty-five to one hundred thousand. I have practical experience, from a printer's "devil" to manager of an advertising agency. Salary will depend on location. Address

"DEVIL," care Printers' Ink.

WE have a corps of competent editors and writers. Why not order some new letters, special articles, editorials, etc., from us? We can do much of your editing and special work at reasonable rates. We study each paper's needs. This is not a syndicate proposition. CROWN PUB. CO., San Francisco.

WANTED—Experienced bookkeeper, acquainted with advertising agency work. **THE SHAW-TORREY COMPANY, Limited, 713-721 Mich. Trust Bldg., Grand Rapids, Mich.**

WANTED—Investor or active partner, with \$5,000 or more, to take an interest in a high-grade monthly now in its third year. Record clean and successful. Occupies field peculiarly its own. Now has large paid subscription list and prospects second to none. Address Room 207, Baltimore Bldg., Chicago.

POSITION WANTED—Is your circulation satisfactory? Is it possible for an energetic young man, with thorough knowledge of circulation, to improve it? I want opportunity with paper of 10,000 to 20,000 circulation. References: Knoxville, Tenn., *Seninel*, Chicago *Record-Herald*. **KENNETH F. BEERS, 1418 Union Ave., Harvey, Ill.**

A RAPIDLY growing general agency in a thriving city in the Central States desires to obtain the services of a good solicitor and a capable man for order department or general inside work. Splendid chance for reliable parties. Address giving experience, salary and ambitions, "OPPORTUNITY," care Printers' Ink. Manager will be in New York July 15th to 20th.

MONTHLY JOURNAL desires competent man as partner and business manager; one able to handle large proposition and with four to five thousand dollars to invest. "PARTNER," care of Printers' Ink.

AN OPPORTUNITY IS OPEN. The difficulty is to find it. Do you know where it is? We do. We need competent high-grade men to fill positions that we have open for managers, advertising men, superintendents, etc. Technical, executive and clerical men of all kinds. If you are interested write for plan and booklet. **HAFGOODS (INC.), 306 Broadway, New York; Monadnock Bldg., Chicago; Pennsylvania Bldg., Philadelphia.**

POSITION wanted as advertising manager. Am now writing, planning and mapping out advertising campaigns for a number of retail concerns, but want to concentrate my efforts. Want to put all my eggs in one basket and put in all my time watching that basket. Department store position or with manufacturing firm preferred. Can furnish the best kind of references in dozens of satisfied customers. Am experienced and a hard worker, 33 and single. Can tell you a lot more to the point if you will write **H. E. BALDWIN, Adv. Mgr. Daily News, Joliet, Illinois.**

LETTERS.

LETTERS—All kinds received from newspaper advertising wanted and to let. What have you or what kind do you want? **MEN OF LETTERS, 565 Broadway, New York.**

CALENDARS.

MOST artistic line of advertising calendars ever offered. Write for price list. **BARNETT & SUTPHIN, 45 Beekman St., New York City.**

LITHOGRAPHY AND TYPOGRAPHY.

CERTIFICATES, Bonds, Diplomas, Letter-heads, etc., partly lithographed and to be completed by type form. Send for samples. **ALBERT B. KING & CO., 106 William St., N. Y.**

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited, 107 of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade. Special prices to cash buyers.

ELECTROTYPING.

WE make the electrotypes for **PRINTERS' INK.** We do the electrotyping for some of the largest advertisers in the country. Write us for prices. **WEBSTER, CRAWFORD & CALDER, 45 Rose St., New York.**

STOCK CUTS.

SILHOUETTE STOCK CUTS, suitable for medical newspaper advertising. **STANDARD, 81 Ann St., New York.**

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. **F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.**

ADDRESSES AND ADDRESSING.

FAC-SIMILE typewriting addressing, perfect match guaranteed. **PHILIP WEISS COMPANY (Inc.), 160 William St., New York.**

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. **WALLACE & CO., 29 Murray St., New York.**

COIN CARDS.

3 PER 1,000. Less for more; any printing. **THE COIN WRAPPER CO., Detroit, Mich.**

\$1.15 TO \$3.90 per 1,000, according to style, quantity and printing desired. "Acme," the most practical coin mailer made, **ACME COIN MAILER CO., Burlington, Iowa.**

MISCELLANEOUS.

AS much as you want, as little as you need. The Leonard sectional electrotype cabinet; each section will hold 700 electros; \$5 a section of 10 drawers, base \$1.50, top \$1. Also the Leonard system for buying advertising. **LEONARD MFG. CO., 40 Market St., Grand Rapids, Mich.** Circular free.

NEWSPAPER BARGAINS.

TWO exceptional opportunities for sober, industrious and practical newspaper men, with as low cash on hand as \$1,000. One in New York State, one in Maine. Men wanted full as much as the money. **C. F. DAVID.**

Several of the best newspaper propositions now on deck that have been in my hands for 15 years. Any good newspaper property for sale. "David" knows about it. **C. F. DAVID, Original Broker in Newspaperdom, Abington, Mass.**

PRINTERS.

BOOKLETS by the million. Write for booklet. **STEWART PRESS, Chicago.**

CATALOGUES printed in large quantities. Write **STEWART PRESS, Chicago.**

PRINTERS. Write **R. CARLETON, Omaha, Neb.,** for copyright lodge cut catalogue.

1,000 LETTER-HEADS, billheads, business cards or envelopes printed, \$1.25; 5,000, \$5.00, cash with order. "PRINTER," Nicholasville, N. Y.

IF you are not satisfied where you are, try us. We do all kinds of book and newspaper printing promptly and satisfactorily. **UNION PRINTING CO., 18 Vandewater St., New York.**

PREMIUMS.

PAPERS—Send for new thing to advertise over **U. S. A. D. COULTER, Pittsburg.**

PUBLISHERS who want a good premium free write **L. B. BAKER, 17 Quincy St., Chicago.**

PICTURES FOR PREMIUMS. 1,000 subjects. Something different. Quality high, price low. Illustrated catalogue and sample picture, 6 cents. **COSMOS PICTURES CO., 236 Broadway, New York.**

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 1st issue now ready; free. **S. F. MYERS CO., 429, 43-50-52 Maiden Lane, N. Y.**

HALF-TONES.

PERFECT copper half-tones, 1-col., \$1; larger size per in. **THE YOUNGSTOWN ARC ENGRAVING CO.**, Youngstown, Ohio.

NEWSPAPER HALF-TONES.

\$25, 75c.; 32d., \$1; 42d., \$1.00. Delivered when cash accompanies the order. Send for samples.
KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

ADVERTISING NOVELTIES.

A BRIGHT, finely-cut steel nail file in leather case. Sample 4c.; 1,000 \$30; ad on. **J. C. KENYON**, Owego, N. Y.

PAPEROID Pocket Wallets, 4x7, 1,000 for \$10, including ad. "Wear like leather." **PINK & SON**, 5th above Chestnut, Philadelphia.

DONT mail circulars in envelopes; my new novelty mailer costs less and brings better results. Sample free. Address **A. MUNDT**, Hammond, Indiana.

ADVERTISING NOVELTIES which in reality are advertising necessities. High-grade goods only. **THE WHITEHEAD & HOAG CO.**, Newark, N. J. Branches in all large cities.

CARDBOARD Puzzle Advertising Novelty. British, French and American patent for sale, together or separately. An effective trade catcher costing only a fraction of a cent to make. **F. W. JACOB**, Weesp, Holland (Europe). (Postage: Letters, 5 cents; cards, 2 cents).

ADVERTISING MEDIA.

10 CENTS per line for advertising in **THE JUNIOR**, Bethlehem, Pa.

30 WORDS, five times, 25 cents. **ENTERPRISE**, Brockton, Mass. Circulation 8,000.

WRITE to us about "8 Business Bringers," **THE RELIGIOUS PRESS ASS'N**, Phila., Pa.

ADVERTISER'S GUIDE, New Market, N. J. A postal card request will bring sample copy.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

POUULTY NEWS, 25c. year; ad rate 5 cents per agate line. Circulation 1,250 monthly. **WILLIAMS & METLAR**, New Brunswick, N. J.

THE BADGER, 300 Montgomery Bldg., Milwaukee, Wis., a family monthly, circulation general, 45,000 copies, rate 20 cents a line. Forms close the 24th. Ask your agency about it.

TOWN TALK, Ashland, Oregon, has a guaranteed circulation of 2,500 copies each issue. Both other Ashland papers are rated at less than 1,000 by the American Newspaper Directory.

ONLY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. **UNION PRINTING CO.**, 15 Vandewater St., N. Y.

TO reach a select class of young people use **YOUNG PEOPLE'S COMPANION**, 308 Pine St., Newark, New Jersey. Circulates in Newark and vicinity. Population 300,000. Rates 10 cents per line.

PLANT your ad in the **POST**. It reaches ten thousand readers among the wealthy agricultural class every week. 20 cents an inch, display; 5 cents a line, reading. **POST**, Middleburg, Pennsylvania.

\$10 WILL pay for a five-line advertisement four weeks in 100 Illinois or Wisconsin weekly newspapers. **CHICAGO NEWSPAPER UNION**, 10 Spruce St., New York. Catalogue on application. 100,000 circulation weekly.

BENZIGER'S MAGAZINE, the illustrated Catholic family monthly. Indorsed by over 50 archbishops and bishops. Subscription \$2 a year. Circulation 25,000 monthly, guaranteed. Rates 25 cents an agate line. **BENZIGER BROS.**, 30-32 Barclay St., New York.

50,000 GUARANTEED circulation, 15 cents a line. That's what the **PATH-FINDER** offers the advertiser the first Saturday every month. Patronized by all leading mail-order firms. If you are advertising and do not know of the **PATH-FINDER**, you are missing something good. Ask for sample and rates. **THE PATH-FINDER**, Washington, D. C.

DECORATED TIN BOXES.

THE appearance of a package oftentimes sells it. You cannot imagine how beautifully tin boxes can be decorated and how cheap they are, until you get our samples and quotations. Last year we made, among many other things, over ten million Cascade boxes and five million vaccine boxes and caps. Send for the tin desk reminder called "Do It Now." It is free; so are any samples you may desire to see.

AMERICAN STOPPER COMPANY,

161 Water Street, New York.
Brooklyn, The largest makes of Tin Boxes outside of the Trust.

FOR SALE.

FOR SALE—25 fonts good second hand type. "PRINTER," Nicholasville, N. Y.

NEW Elliott Addressing Machine for sale at a bargain. Perfect condition, but we have no more use for one. **MANZ-HOLLISTER**, 33 Mans Bldg., Chicago.

BEFORE purchasing cylinder presses, job presses, paper cutters, type, material, kindly send for bargain list. **RICHARD PRESTON**, 167L Oliver St., Boston.

LOT of Multipolar Electric Motors for printing presses. Sizes 2½ to 30 H. P. Prices on application. **NATIONAL STAMPING AND ELECTRIC WORKS**, Chicago, Ill.

A DEMOCRATIC newspaper, 27 years old, in a good Western Kentucky town. Circulation, 1,700. A bargain. Terms easy. Address **MISS NANNIE R. CATLETT**, Princeton, Ky.

42 X 60 POTTER TWO-REV., will print 4 pages of 7 or 8 col. A first class press for book, job or newspaper work. **RICHARD PRESTON**, 167L Oliver St., Boston.

HOE DOUBLE CYLINDER, with or without folders attached, will print 4 pages of 2-col. 8-page; speed, 3,000 to 4,000 per hour. Will trade in part payment. **RICHARD PRESTON**, 167L Oliver St., Boston.

NEWSPAPER FOR SALE—Leading weekly in rapidly growing Eastern town of 3,000. Good plant. Profits about \$2,000. Terms, \$1,500 down, balance \$450 and interest quarterly till paid. "M. 486," care Printers' Ink.

POWERS "PRIMERS."—J. E. Powers said that advertising should be "easy and pleasant to read." A collection of booklets embodying this idea, and some of his most notable work for various clients, is offered at \$1 for the set of 25. **M. R. WALTER**, Scranton, Pa.

FOR SALE—Adjustable Simplex Typesetting Machine in excellent condition. Several hundred pounds of machine type, brevier and primer. The primer practically new. A bargain for cash and a quick sale. Address **THE HERALD CO.**, Hunting on, W. Va.

THE RIG' T MAN can, with small outlay, enter at once into possession of a neat newspaper and publishing plant in a delightful region in New York State. Good line of job work and advertising. Everything in running order. Special reasons for selling. Wide open for investigation. "M. DASH," Printers' Ink.

FOR SALE—Daily and weekly now clearing \$5,000 per year; official city paper in prosperous Southern city rapidly growing; established 15 years; complete plant; independent politics; owners have Western business necessitating removal; take \$10,000 cash, balance, \$5,000, long time. Worth twice this. Full particulars by addressing **A. K. JACKSON**, care Printers' Ink.

R RECEIVER'S SALE OF PRINTING PLANT.

The undersigned will entertain immediate offers of purchase at a private sale of the whole or any part of the printing plant lately conducted by the **A. C. Gray Company** at 151 Federal Street, Camden, N. J. The plant includes 2 Mergenthaler linotype machines and supplies, two Campbell presses, gas engine, white paper, type, Brown and Carter cuter, steam, fixtures, folder, imposing stones, cases, etc., etc. Full opportunity for inspection given upon application.

C. CONRAD OTT, Receiver,
No. 418 Market St., Camden, N. J.

CARBON PAPER.

Will exchange a limited amount of carbon paper and typewriter ribbons for advertising space. "CARBON," P. O. Box 678, N. Y.

PUBLISHING BUSINESS OPPORTUNITIES.

Is your publishing organization entirely satisfactory to you?
Could you not profitably publish an additional periodical?

Is there not a competing paper in your line which you could merge into yours and greatly increase your profit?

Do you own a publication which you cannot advantageously issue with your present organization?

Would you rather have the money that your business is worth than the business itself, if you could make an exchange without embarrassment or annoyance?

Would you not like to form a consolidation with other papers and increase your profits, and divide your cares?

Have you in mind any change which would strengthen your company or increase your profits?

Is not the present a good time to get in a fighting trim for fall business?

I can usually be of service in all such matters as are suggested by the above questions.

EMERSON P. HARRIS.

253 Broadway,
New York.

BOOKS.

Printer's Helps and Hints, 25c. Circular free. KING, Printer, Beverly, Mass.

"THEORY and Practice of Advertising," first text book, fifty complete lessons. In paper cover prepaid, 75 cents, cloth \$1. GEORGE W. WAGENSELLER, A. M., Author, Dept. P. 1, Middleburg, Pa.

For merchants-advertisers-attractive illustrated booklet on live topic. Something to connect your name with. Customers will value it. Sample pages. MORRIS AD. COMPANY, 307 W. 23d St., New York.

"MY ADVERTISING PARTNER," a book for merchants and advertisers who write their own ads. 140 pages of spicy headlines, catch phrases, selling arguments, etc. By mail, \$1. H. C. ROWLAND, Pub., Columbus, O.

"HOW and Where to Sell Manuscripts" contains the addresses of 1,000 publications that buy short stories, novels, sketches, feature articles, essays, humorous miscellany, poems and jingles. Ten pages are filled with valuable suggestions to short story writers, magazine writers and general contributors. Bound in flexible leatherette. Sent postpaid on receipt of \$1. Address UNITED PRESS SYNDICATE, 133 Postal Bldg., Indianapolis, Ind.

ADVERTISEMENT CONSTRUCTORS.

SPECIAL cuts and special writing for every retail business. Very low rates for 52. ART LEAGUE, New York.

HENRY FERRIS, Advertiser and business adviser. Write. 918-920 Drexel Building, Philadelphia.

100 GOOD ads for a grocery store \$1.00. BAIT PUB. CO., Toronto, Can.

ADVERTISEMENTS, booklets, folders, written and printed. GEO. W. WAGENSELLER, Middleburg, Pennsylvania.

PUBLICITY comes from the smoke fired out by the "Ad-Shop." Write "THE AD-SHOP," No. 42 Jefferson Ave., Jersey City Heights, N. J., for booklet, "Shavings from an Ad-Shop."

UP at Watertown, N. Y., there is an advertiser who does his work without brag or bluster, waxes busy, invites correspondence and his his name is HERRICK, and you had better write him right now.

PERSISTENT PUBLICITY.
PROPERLY PREPARED.
PROVES PROFITABLE.
POSTAL PROCURE PARTICULARS.

FERRIS
257 Atlantic Ave., Boston, Mass.

"THE advertising you made for us was remarkably good."-LYON MFG. CO. (Muscating Liniment).

No doubt I could prepare copy just as well for your business. Let me send figures to think over. JED SCARBORO, 567A Halsey St., Brooklyn, N. Y.

ADWRITERS and designers should use this column to increase their business. The price is only 10 cents a line, being the cheapest of any medium published considering circulation and influence. A number of the most successful adwriters have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, PRINTERS' INK, 10 Spruce St., New York.

ADS attractive, pointed, terse.
Ads in bright and flowing verse.
Ringing, rolling, rousing rhymes,
Musical as sweet bells' chiming.
Ads that burn into the brain,
Ads that don't appeal in vain.
Ads with thought in every line,
Selling goods their chief design.
That's the class of work done by "JACK THE JINGLER," 10 Spruce St., New York City.

ADVERTISEMENT WRITERS, especially beginners, will have an exceptional opportunity to demonstrate their ability and make money by writing to us. We will tell you how to start a business of your own at home which will do more to establish your reputation as an advertiser than years of ordinary experience. Write to-day.

WELLS & CORBIN,
Suite 608 B, Lippincott Bldg.,
Philadelphia.

IS THERE A DEMAND FOR GOOD ADVERTISING WRITING?

An experienced and very capable advertising writer said to me recently that there was no demand for good work—only for "ads." He further contended that the man who said "ad" instead of advertisement was capable only of writing "ads," and not advertisements.

In describing myself as an advertisement writer or I recognize the distinction. I hope my friend was wrong about there being no demand.

F. JAMES GIBSON, ADVERTISING WRITER,
22 North William St., N. Y.

I DON'T CARE
I how really good the things you make are, if you send out "cheap," poorly gotten up documents to advertise them strangers will suspect the actual goods to be of the same class as that poor advertisement of them. Few people would care to take such very costly chances of having their goods underrated if they thought of it—but lots of folks stick to just such unreasoning folly "year in and year out."

For a good many people who take no such "costly chances" I make Catalogues, Booklets, Price Lists, Circulars, Folders, Mailing Slips and Cards; Newspaper, Magazine and Trade Journal Advertisements, etc.

I gladly send samples of things that "sugger" goodness as well as describe it, in response to letters inspired by possible business for me.

FRANCIS J. MAULE,
402 Sanson St.,
Philadelphia.

No. 24.

MAIL ORDER ADVERTISING—Now is the time to get ready for fall. The experienced advertiser lays his plans for next season's efforts during the summer months, and that is the correct policy for you to pursue. If your business did not pay as well last year as you expected it would, let me try to discover the fault and suggest a remedy. If you intend to start a mail order business next fall let me do your work now—during the winter months you should be busy taking in money. If you want to start in the mail order business but don't know just what line to take up, write me; it is a part of my business to sell schemes of my own planning. My only recommendation is the successful work I have done for the leading American and British mail order concerns. If this is sufficient recommendation for you, then correspond with me regarding any ads, booklets or follow-up letters you may want written, whether for medical, merchandise, agents' or scheme business. Address EUGENE KATZ, 504 Boyce Bldg., Chicago.

EARLY advertising is good advertising—it paves the way for stronger work when the busy season arrives.—*The Advertiser*.

Put your faith in God when you order the insertion of your advertising—for He alone knows what the harvest will be.

MAKING love, advertising and success in life is like the principle of fly-fishing—persevere and change your fly.—*Wiser Mitchell*.

Displayed Advertisements.

20 cents a line; \$40 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

CANADA.

CANADIAN ADVERTISING is best done by THE DESBARATS ADVERTISING AG'Y, Montreal.

TO THE

Manitoba Free Press

published morning and evening at Winnipeg, the American Newspaper Directory for 1903 gives a higher circulation rating than is accorded to all the other daily newspapers published in the Canadian Northwest combined.

Of the 13 papers published in Arizona

The Arizona Republican,

issued at Phoenix, is the only one that establishes a claim to a circulation rating in Rowell's Newspaper Directory so high as 1,500 copies. It is probable that no more than 3 out of the 13 print so many as 500 copies regularly, but during the first four months of 1903 the ARIZONA REPUBLICAN has issued more than 6,000 copies each and every day.

The New "Link the Link" Puzzle.



The most fascinating brain teaser ever invented. If you haven't tried it send 10 cents at once for attractively plated samples. You won't regret it. Jobbers and wholesalers write for prices. THE VALLEY MFG. CO., MIDDLETOWN, CONN.



Ripans Tablets are the best dyspepsia medicine ever made. A hundred millions of them have been sold in the United States in a single year. Every illness arising from a disordered stomach is relieved or cured by their use. As nearly every illness originates from the stomach it may be asserted there is no condition of ill health that will not be benefited by the occasional use of a Ripans Tablet. One will generally give relief within twenty minutes. Physicians know them and speak highly of them. The five-cent package is enough for an ordinary occasion. The Family Bottle, 60 cents, contains a household supply for a year. All druggists sell them.

BIRMINGHAM

(ALA.)

LEDGER

June Circulation

THE BIRMINGHAM LEDGER.

The actual number of papers printed and circulated during the month of June was as follows:

June 116,482	June 1616,744
June 216,360	June 1716,826
June 316,604	June 1817,080
June 416,558	June 1916,948
June 516,430	June 2016,788
June 616,358	June 21Sunday
June 7Sunday	June 2220,110
June 816,358	June 2316,794
June 916,350	June 2416,750
June 1016,480	June 2516,790
June 1116,566	June 2616,736
June 1216,610	June 2716,622
June 1317,020	June 28Sunday
June 14Sunday	June 2917,236
June 1516,720	June 3016,948

Total for month.....437,300
Daily average for June.. 16,896

E. KATZ SPECIAL AGENCY
230 to 234 Temple Court, N. Y. City.
817 and 818 U. S. Express Bldg., Chicago.

In the Summer Time

the brightest advertisers are planning their publicity campaigns. These are the men who include the

Joliet Daily News

in their lists. It is known the country over for its reliability, originality and aggressiveness—genuine worth. No street sales. All home circulation.

H. E. BALDWIN, Adv. Mgr.

May Circulation 6,787

THE CHICAGO Daily Drivers' Journal

FOUNDED IN 1873.

has behind it thirty years of uninterrupted success and constant growth. It goes every day into the homes of over 35,000 of the most prosperous and progressive stockmen and farmers of the West. who are well-to-do, able and willing to buy. In 1902 more than \$321,000,000 worth of live stock was sold in the Union Stock Yards of Chicago, and this money went into the pockets and added to the profits of the readers of THE DROVERS' JOURNAL. The circulation covers the Mississippi Valley States and the great West. As a medium for advertisers of farm machinery and implements, land, farm supplies and articles for household use, THE DROVERS' JOURNAL is especially valuable, as it is essentially "the farmers' daily." You cannot afford to overlook us if you want the farmers' trade. Sample copies, rates and full particulars upon application to

THE DROVERS' JOURNAL,

Union Stock Yards,

Chicago, Ill.

The St. Paul Globe

Circulation Jan. 1st., 1903, 31,050.

Average Circulation for month
of December, 1902, 28,398.

The Globe's increase in circulation and advertising patronage the last six months has been greater than that of any other Twin City newspaper. *Largest St. Paul morning circulation. Books open to all interested.*

THE GLOBE CO., St. Paul, Minn.

M. F. KAIN, Business Manager.

Foreign Representatives:

CHAS. H. EDDY, Tel. 2971.-John
10 Spruce St., NEW YORK CITY.

F. S. WEBB, Tel. Main 2467
87 Washington St., CHICAGO.

San Jose Mercury

SAN JOSE, CALIFORNIA. SATURDAY MORNING, JANUARY 19, 1902—TWELVE PAGES

MISSIONERS MUST STAND UP
FACE THEIR TRANSGRESSIONS

SULTAN IMPROVING HIS
EXCITEMENT AT CAPITAL CASE

(MORNING)

SAN JOSE HERALD.

SAN JOSE, CALIFORNIA. MONDAY AFTERNOON.

ANIZATION

And now the dream and
the politicians may look
"it a paper" "and so

TESTIMONY
RECEIVED THE

PRESIDENT
"A COM"

(EVENING)

Two progressive newspapers
covering the morning and evening
field of the Santa Clara county,
one of the richest valleys of the
world, with a population of 65,000.

SUNDAY MERCURY and HERALD

A combination Sunday paper
covering the whole field. Read
in 10,000 homes. For particulars
and rates, address

LACOSTE & MAXWELL,

Nassau-Beeckman Bldg., Marquette Bldg.,
New York City. Chicago, Ill.

Making a Hit

Judging by the number of new customers I have gained since May 1st, my new book seems to be making a hit. I receive applications from boss printers, compositors, pressmen, feeders and even the printer's devils, and not one is turned down. Many of my customers started using my inks while in the employ of others, and naturally sent me their orders when they began business for themselves.

I don't profess to know it all, but the few suggestions I offer for the use of inks, the care of rollers and sundry other matters in the press-room, go a long way toward soothing the many tribulations which are unavoidable in a busy print shop. There is no risk incurred in buying from me. My inks are guaranteed to be satisfactory and when not found as represented, the money is refunded along with the transportation charges.

Send for a copy of my new price list and compare my figures with your credit man's prices.

ADDRESS

PRINTERS INK JONSON.

17 SPRUCE ST.,

NEW YORK.

3 dozen Dailies

NEW YORK HERALD—(Morning and Sunday)
 TIMES—(Morning and Sunday)
 WORLD—(Morning, Evening and Sunday)
 POST—(Evening)
 BROOKLYN EAGLE—(Evening and Sunday)
 ROCHESTER DEM. & CHRONICLE—(Morning and Sunday)
 BUFFALO NEWS—(Evening and Sunday)
 NEWARK NEWS—(Evening and Sunday)
 PHILADELPHIA RECORD—(Morning and Sunday)
 BULLETIN—(Evening)
 HARTFORD TIMES—(Evening)
 PROVIDENCE JOURNAL—(Morning and Sunday)
 BULLETIN—(Evening)
 BOSTON GLOBE—(Morning, Evening and Sunday)
 TRANSCRIPT—(Evening)
 SPRINGFIELD REPUBLICAN—(Morning and Sunday)
 MANCHESTER UNION—(Morning and Evening)
 BALTIMORE NEWS—(Evening)
 WASHINGTON STAR—(Evening)
 ATLANTA JOURNAL—(Evening and Sunday)
 MEMPHIS COMMERCIAL APPEAL—(Morning and Sunday)
 NASHVILLE BANNER—(Evening)
 CINCINNATI TIMES-STAR—(Evening)
 CLEVELAND PRESS—(Evening)
 PITTSBURG PRESS—(Evening and Sunday)
 DETROIT NEWS—(Evening)
 TRIBUNE—(Morning except Sunday)
 CHICAGO NEWS—(Evening)
 RECORD-HERALD—(Morning and Sunday)
 TRIBUNE—(Morning and Sunday)
 ST. PAUL DISPATCH—(Evening)
 MINNEAPOLIS TRIBUNE—(Morning, Evening and Sunday)
 PORTLAND OREGONIAN—(Morning and Sunday)
 SEATTLE TIMES—(Evening and Sunday)
 SAN FRANCISCO EXAMINER—(Morning and Sunday)
 CALL—(Morning and Sunday)
 LOS ANGELES TIMES—(Morning and Sunday)
 KANSAS CITY STAR—(Evening and Sunday morning)
 INDIANAPOLIS NEWS—(Evening)

GEO. P. ROWELL & CO., Advertising Agents, recommend advertisers to use the daily papers and believe the list named above is as good a selection, so far as it goes, as can be made.

To illustrate the cost it may be stated that a twenty-four word "Want" advertisement inserted five times in all the papers catalogued above would cost something more than \$50. An ordinary 10-line advertisement, for a single insertion, would also cost something more than the sum named, even if continued every day for a year. A space of three inches single column, in this small list of papers, would cost fully \$50,000 for one year's insertion. This goes to show that advertising is not cheap: still old advertisers know that the best papers are the cheapest after all.

GEO. P. ROWELL & CO. are glad to quote rates and receive and forward advertisements for the papers named above and for all leading newspapers and magazines.

OFFICES, No. 10 SPRUCE ST., NEW YORK.